E&P

Editor & Publisher

Nothing sells travel to Chicago like the Tribune– $4,972,000 in ads last year!

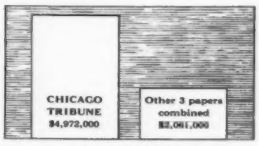
Twenty-one days. That's all it took the Chicago Tribune to deliver record results for British Overseas Airways Corporation.

To get more of the get-up-and-go Chicago market, BOAC is using weekly half pages, couponed, in the Sunday Tribune Travelers' Guide. The elated U.S. manager wrote:

"Response has been overwhelming! The first ad brought in 456 letters and innumerable telephone calls. We have logged more than 1,100 inquiries to date—the greatest results we have ever experienced!"

There are many more stories like BOAC's in the $4,972,000 worth of travel and transportation ads placed in the Tribune last year. This was more than twice as much as appeared in all other Chicago newspapers combined . . . and 331% more than appeared in the second newspaper.

In *any* product category, the Tribune knows what it takes—and has what it takes—to increase your sales and share of market in Chicago. Get the full story of its audience, influence and marketing services. Call a Tribune representative.

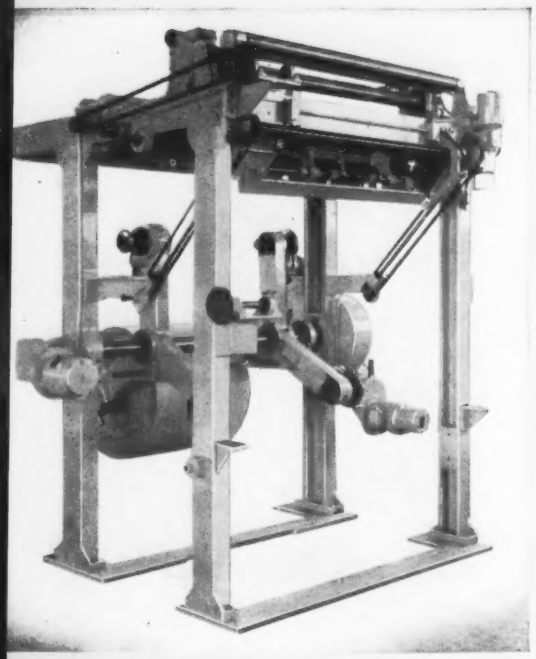


Travel Industry Advertising Expenditures—1961

Chicago Tribune **Chicago 11,** E. D. Corboy, 1314 Tribune Tower • **New York City 17,** R. C. Mast, 220 E. 42nd St. • **Detroit 26,** W. E. Bates, 1306 Penobscot Bldg. • **San Francisco 4,** Fitzpatrick Associates, 155 Montgomery St. • **Los Angeles 5,** Fitzpatrick Associates, 3460 Wilshire Blvd. • **Mexico City,** Enriquez Simoni, Perea y Cia, S. A., Emparan No. 17 • **London, S. W. 1,** Mortimer Bryans, 3 & 5 Warwick House St.

THE WOOD "ECONOMY"

REEL, TENSION AND AUTOPASTER UNIT DESIGNED TO HANDLE WEB-FEED ROLLS UP TO 40 INCHES IN WIDTH

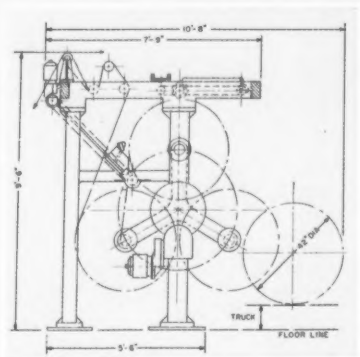


Model II: View from opposite drive side with reel in loading position — Paper roll shown mounted on spider arm from loading area.

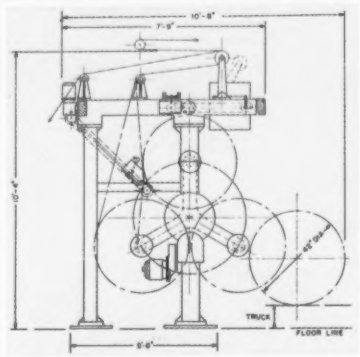
ECONOMICAL TO INSTALL AND OPERATE

This versatile equipment is designed to handle paper rolls ranging in size from 20″ to 40″ in width; 28″ to 42″ in diameter. Three models are available which can be attached to virtually all makes of roll fed presses. Send for illustrated brochure.

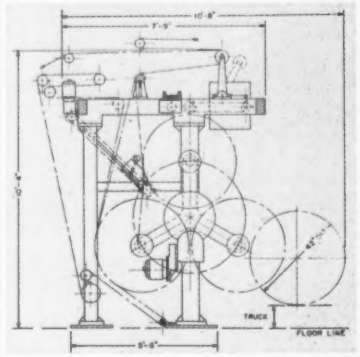
THREE MODELS ARE AVAILABLE



MODEL I. All mechanical movements powered by electric motors and controlled by individual push button operations, except reel sidelay, which is manually operated. Operator makes splice and cuts expiring web by pushing "Paste" button. Full speed paste made by WOOD Electrotab. Web tension maintained by disc core brake without feed-back mechanism.



MODEL II. All mechanical movements powered electrically. Only two push buttons used for making splice by WOOD Electrotab. The first rotates reel into pasting position, lowers brush arm, engages drive, brings roll to web speed. Operator pushes "Paste" button to make splice. Web tension maintained by disc core brake with feed-back mechanism, consisting of the WOOD, FBR-1 controls. Fully automatic pasting cycle, optional.



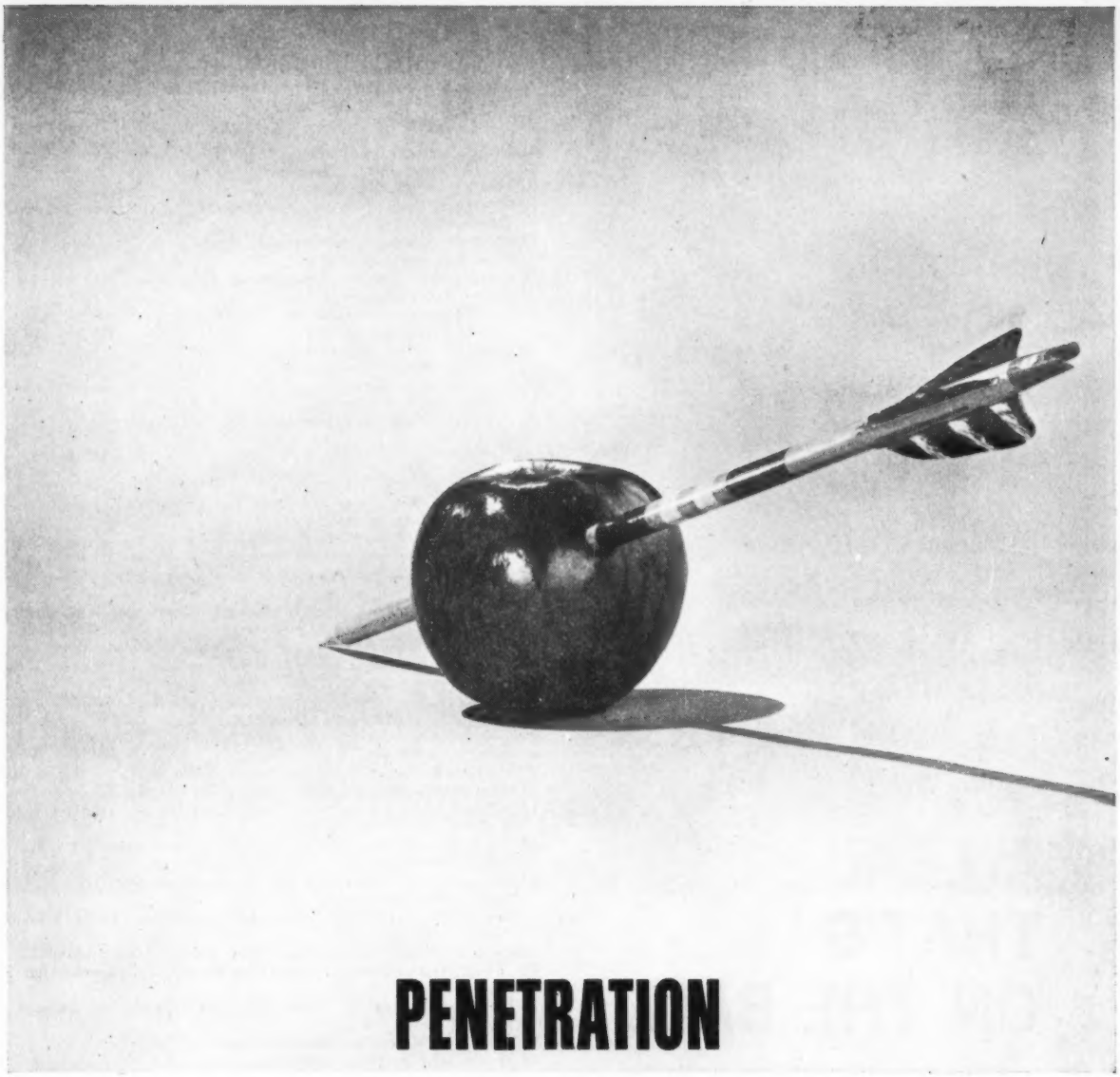
MODEL III. Same in operation as Model II except for application of web tension. WOOD running belt system is used to maintain web tension during roll run-off. Disc core brakes retained for Transition Tension and butt braking. Tail measuring included; air blast pipe controls severed web. Fully automatic pasting cycle, optional.

Wood

WOOD NEWSPAPER MACHINERY CORPORATION

PLAINFIELD, N.J. · EXECUTIVE AND SALES OFFICE: 501 FIFTH AVENUE, NEW YORK 17, N.Y.

PLAINFIELD, N.J. • EXECUTIVE AND SALES OFFICE: 501 FIFTH AVENUE, NEW YORK 17, N.Y.



PENETRATION

In Indiana it's The STAR Mornings & Sundays and The NEWS Evenings

Advertising campaigns bear fruit in Indiana when they're concentrated in The Indianapolis Star and The Indianapolis News. They penetrate the core of the state's biggest market place—reach more than half of the 690,700 homes in the entire 45-county, $4.3 billion Central Indiana trading area.

To build solid distribution and sales in this rich Star and News coverage area, use this combined circulation of 380,000 on weekdays and 350,000 of the big Sunday Star. Your sales promotion charts will show proof that this is the best way to get your products or services IN in Indiana!

THE INDIANAPOLIS STAR • THE INDIANAPOLIS NEWS

Kelly-Smith Company • National Representatives

There is a man at Crestwood Country Club in Rehoboth who has a golf ball which the average millionaire couldn't bring himself to strike with a No. 2 wood.

A LEAD THAT'S ON THE BALL

A good lead...and a symbolic story about a gem-studded golf ball. In diamonds a ball like this would cost $14,400 a dozen. This one, though, is in rhinestones, and that's what gives the story the local touch. The Providence area is the world center of the costume jewelry industry, and a prime recreation area. The be-jewelled golf ball combines the two ideas neatly. This story, with its local implications and its imaginative visual persuasion is another example of the way *The Providence Journal-Bulletin* brings the news to New England . . . with character . . . competence . . . color!

THE PROVIDENCE JOURNAL-BULLETIN

EDITOR & PUBLISHER CALENDAR

JULY

29-Aug.3—Public Relations Institute, co-sponsored by Public Relations Society of America and Cornell University, at Ithaca, N. Y.

AUGUST

4-10—International Typographical Union, Cincinnati.
5-7—SNPA Mechanical Conference (Eastern Division). Francis Marion Hotel, Charleston, S. C.
12-14—Texas Daily Newspaper Association Conference, Midland and Odessa, Texas.
17-20—Inter-American Federation of Working Newspapermen's Organizations, Bogota, Colombia.
19-22—Western Classified Advertising Association, Del Webb's Towne House, San Francisco.
20-22—American Association of Sunday and Feature Editors, Benjamin Franklin Hotel, Seattle, Wash.
20-23—International Mailers Union, Nashville, Tenn.
20-25—International Photo-Engravers Union, Chicago.
26-29—New England Association of Circulation Managers. Squaw Mountain Inn, Greenville, Maine.
26-30—Association for Education in Journalism, Univ. of North Carolina, Chapel Hill.

SEPTEMBER

2-5—Southern Newspaper Publishers Association, The Greenbrier, White Sulphur Springs, W. Va.
7-8—Newspaper Advertising Executives Association of the Carolinas, William Hilton Inn, Hilton Head Island, S. C.
7-8—Hoosier State Press Association Advertising Conference, Marott Hotel, Indianapolis.
7-9—Mid-America Newspaper Mechanical Conference, Muehlebach Hotel, Kansas City, Mo.
8-9—Florida Women's Press Club, Galt Ocean Mile Hotel, Fort Lauderdale.
8-9—Illinois Daily Newspaper Markets State Sales Clinic, Pere Marquette Hotel, Peoria, Illinois.
9-11—Pennsylvania Newspaper Publishers' Association Classified Clinic, Bellevue Stratford Hotel, Philadelphia.
9-11—Southern Circulation Manager's Association, Tutwiler Hotel, Birmingham, Alabama.
9-13—Third Rochester Photo Conference, Eastman House, Rochester, N. Y.
11-15—International Stereotypers' Union, San Antonio, Tex.
13—Connecticut AP Circuit and Connecticut Daily Newspaper Association, Waverly Inn, Cheshire, Conn.
13-16—New York Press Association, Whiteface Inn, Lake Placid, N.Y.
14—Ohio Suburban Newspapers' Seminar, Pick-Fort Hayes Hotel, Columbus.
14-16—Iowa Daily Press Association News and Advertising Clinic, Roosevelt Hotel, Cedar Rapids.
14-16—Pacific Newspaper Mechanical Conference, Hotel Biltmore, Los Angeles.
15-16—Ohio Newspaper Classified Clinic, Pick-Fort Hayes Hotel, Columbus.
20-22—Interstate Advertising Managers' Association, Shenango Inn, Sharon, Pa.
20-22—New England AP News Executives Association, Belmont Hotel, Harwich, Mass..
21-22—CNPA Newspaper Workshop, Berkeley, Calif.
22-23—Illinois Newspaper Mechanical Conference, Pere Marquette Hotel, Peoria.
23-26—Institute of Newspaper Controllers & Finance Officers, Brown Palace Hotel, Denver.
23-26—National Newspaper Promotion Association, Western Region, Workshop, Vancouver, B.C., Canada.
25-29—Associated Press Managing Editors Association, Hotel Radisson Minneapolis.
27-28—Allied Daily Newspapers of Washington, Bayshore Inn, Vancouver, B. C.
29-30—Advertising Executives Association of Ohio Daily Newspapers, Pick Fort-Hayes Hotel, Columbus.
30-Oct. 2—New York State Publishers Association, Whiteface Inn, Lake Placid, New York.

OCTOBER

1-2—National UPI editors and publishers conference, Fairmont Hotel, San Francisco.

Vol. 95, No. 30, July 28, 1962, (Section One), Editor & Publisher, The Fourth Estate is published every Saturday by Editor & Publisher Co., Inc. Editorial and business offices at 850 Third Ave., New York 22, N. Y. Cable address, "Edpub, New York." (Printed by Hughes Printing Co., East Stroudsburg, Pa.) Second class postage paid at East Stroudsburg, Pa. Titles patented and Registered and contents copyrighted 1962 by Editor & Publisher Co., Inc. Annual subscription $6.50 in United States and possessions, and in Canada. All other countries, $10.00. Payment in sterling may be made to E&P "American Account" First National City Bank of N. Y., 117 Old Broad St., London, E. C. 2, or to the Australian and New Zealand Bank Limited, Royal Exchange Branch, 85 Pitt St., Sydney, N. S. W.

Postmaster: if undelivered, please send form 3579 to Editor & Publisher Co., Inc., 850 Third Avenue, New York 22, N. Y.

HERE'S WHY YOU NEED THE MERCURY & NEWS TO COVER THIS BILLION DOLLAR MARKET!

It's time to take a new look at your Bay Area advertising plans. When you base appropriations on sales potentials you can't afford to overlook income-rich Metropolital San Jose or ignore the fact that the MERCURY & NEWS, and only the MERCURY & NEWS, give you full coverage of this newest BILLION DOLLAR MARKET. No San Francisco newspaper reaches more than 13.8% of San Jose's prosperous families . . . hardly a total to be considered when you want to build sales in the "West's Growing-est Market." All three San Francisco papers together have a coverage of only 27.3% (including duplication) which would be a mighty expensive way to get your message to San Jose. You get 53.3% or nearly double that coverage by using the MERCURY & NEWS at approximately one fifth of the cost. In San Jose the average, medium and top incomes are second highest in the nation . . . and these families read the MERCURY & NEWS.

Source: ABC Annual Audits, Sept. 30, 1961, Adjusted totals

MERCURY & NEWS

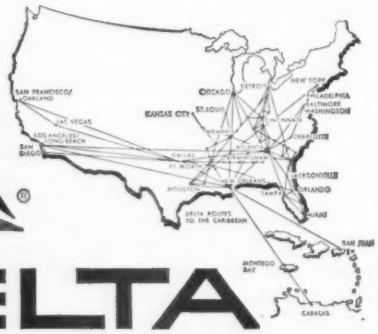
SAN JOSE, CALIFORNIA
. . . the Growing-est Market in the West

Represented Nationally by RIDDER-JOHNS, INC.

BY-LINES MAKE DEAD-LINES VIA DELTA JETS

For "on-the-spot" coverage nation-wide, fly Delta's Jets nation-wide! Delta's conveniently scheduled flights link the major news centers of the Caribbean, Southeast, Northeast, Midwest, Texas and the West Coast.

On Delta you can jet 1000 miles or more by mid-morning, complete a day's work and be back home the same evening. Deluxe or Tourist every flight plus Delta's traditional hospitality . . . always personal, quick and exceedingly thoughtful.



General Offices:
Atlanta, Georgia

DELTA

the air line with the BIG JETS

Ray Erwin's Column

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

NEWSMEN ARE APT TO SHY at the word "busybody," but that's what they are in the best sense of the word when they are investigating in the public interest acts of officials or organizations. An editorial writer for the *Hartford* (Conn.) *Courant*, Thomas E. Murphy, devoted one of his personal columns to the subject: "Busybody." His lead: "I am a busybody. I have fun butting into things. But I am, I hope, a special kind of busybody because I do not mind other people's business except in a kind of public way. For example, I have just finished two minor campaigns to correct road signs." His conclusion: "I get results not because I have avenues of publicity, but even as a private citizen. (He writes letters as a citizen in addition to articles as a newspaperman). For big business, as well as public officials, like to know what you think. It's fun being that kind of busybody and I suggest you try it."

—Roy H. Copperud, who writes the scholarly and helpful "Editorial Workshop" column for E&P, adds to our survey of expressions used for advance copy sent to the composing room: "In some parts of California, especially the north, it's known as 'Use Soon'—a wistful designation, come to think of it, considering the hazard that sometimes this stuff is woefully outdated by the time it gets into the paper. Another term I never heard on newspapers in the East or Midwest, though it may be commoner than I suspect, is 'dealer' for the man in the slot of a copydesk. Undoubtedly this was suggested by the post-deadline poker games that have been organized around many a copydesk. Still another curiosity that to me is peculiar to the West: 'Huckleberry,' applied to country correspondence of the kind that concerns inconsequential matters, or requires considerable beating into shape."

—Front page logotype of the *Dayton* (Ohio) *Daily News* July 10 read: Dayton Daily Snew. . . . *Indianapolis Star* headline: "R. W. Blank Weds Miss Linda Quick." *Indianapolis Times* headline: "Priest Wedding Is Today." . . . The *New York Herald Tribune* reports: "He was the first to turn in the alarm, and he altered some of the guests." . . . When a car crashed into a local Chinese laundry owned by Way Wong, the *Glendale* (Calif.) *News-Press* headed it: "Wong Way Car 'Twouble.' " . . . An old and valued friend, Joy Gallagher, women's editor, *Savannah Morning News*, recently here for the Fall showings staged by Eleanor Lambert for the New York Couture Group, calls her column "Joy to the World." . . . The *Boston Globe* describes "Miss Universe:" "She is 5-foot-6, weighs 120 pounds, and curves from 25 to 25 and back to 36." . . . When a man received another college degree, a New York community newspaper, *Manhattan East*, headed it: "Local FBI Agent Gets Third Degree."

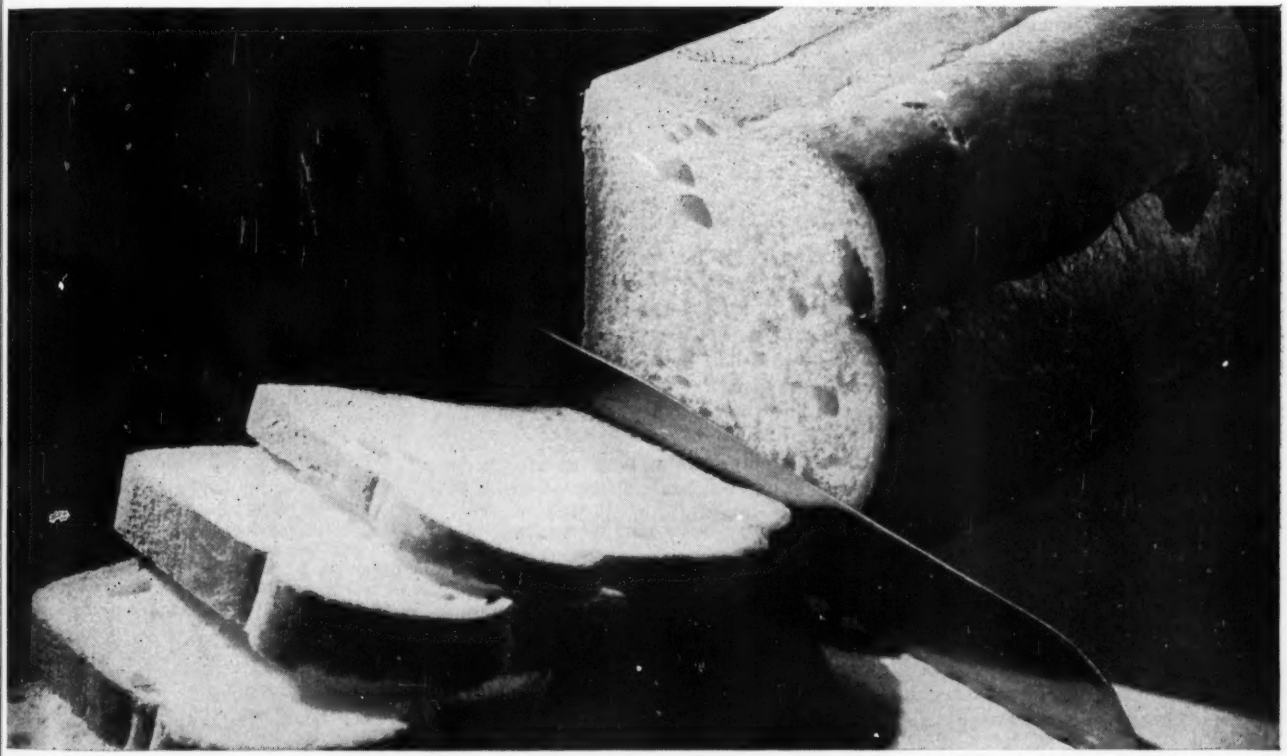
Television Commercials

What other advertising medium
Presents its case with so much tedium?—Tom Pease

—U. S. Secretary of Commerce Luther H. Hodges, writing on "Freedom of Choice" in *This Week*, properly exalts advertising: "Of course this freedom is sometimes abused, but blanket criticism of advertising reflects a profound ignorance of its essential role in our economy. Without advertising to stimulate a constantly expanding demand for goods and services, we wouldn't be the wealthiest nation that has ever existed."

—When reporter Carl Craft, *Bloomington* (Ind.) *Herald-Telephone*, returned to work with a cast on his arm after an automobile accident, fellow staffers had rigged a device on his typewriter—a foot treadle attached to the shift key—to aid him in typing. Cutline of a photo of him at work, hand and foot, was headed: "Type Casting.". . . Alfred P. (Al) Beck capped his 43-year news career by obtaining exclusive photos of Pacific nuclear tests and retired from the *Oakland* (Calif.) *Tribune*. His early exploits included news of the 1926 Miami hurricane and a visit to a rum-runner's ship. He was city editor of the *Miami Tribune*, *Washington Daily News*, *Salt Lake City Deseret News* and the Oakland Tribune. . . . Katharine Tyson, *Montgomery* (Ala.) *Journal* women's editor, headlined a story about a talking pet crow: "Charlie Discovers Whole Flock of Bird Brains Among Humans." It came out July 4 like this: "Charlie Discovers Wng Humans Of 'Bird-Brains' Amohole Flock."

DON'T BE LESS THAN HALF RIGHT when you set out to sell the 13th largest standard metropolitan market! Newark, N. J. has the second largest income and retail sales per family in the nation.



WHY SETTLE FOR LESS THAN HALF A LOAF of family coverage? One newspaper gives only 45% coverage. Use BOTH and you reach 78% of this market's young families that spend over $590 million a year for food. We'd like to tell you more.

LARGEST Morning Newspaper in New Jersey
Represented by—Moloney, Regan & Schmitt, Inc.

NEWARK STAR-LEDGER

editorial

Guild Resolutions

We have always felt that the American Newspaper Guild, being a union of newspapermen, should refrain from adopting resolutions at its conventions which tend to commit all of its members to policies on national and international problems. The Guild certainly is entitled to express its opinions and formulate union expressions regarding problems of purely journalistic or trade interest, but it should not commit its members—particularly those in the news and editorial departments of newspapers—to a point of view on non-journalistic problems which they are supposed to report and discuss dispassionately and objectively in their newspaper work.

At its 29th annual convention in Buffalo, N. Y., earlier this month, the delegates from locals coast-to-coast approved a series of formal resolutions, thus committing the members they represented to: endorsement of the King-Anderson Medical Care Bill and a Bill in Congress granting the Justice Department the right to subpoena records in civil anti-trust cases; disapproval of the doctors' protests in Saskatchewan against the medical care law; backing the actions of Freedom Riders and sit-downers in the South, etc.

These are subjects newspapermen are supposed to report objectively to their readers. When a newspapermen's and newspaperwomen's organization, especially if it is a union, takes a stand in issues of this nature and says it is "for" or "against" pending legislation it not only makes their claim of objectivity suspect but it also puts a shadow over the alleged objectivity of the papers on which they work.

We realize it is customary for conventions of labor unions to pass resolutions on all manner of questions. They call it "political action." But the American Newspaper Guild is not composed of plumbers, auto workers, bricklayers, steelworkers, hodcarriers, etc. Members of the guild are supposed to be a "cut above" that. Mainly they work with their heads instead of their hands even though the membership has been broadened to include other than news and editorial employes. These people handle the news. They owe it to the newspaper business for which they work to refrain from expressing preconceived opinions *en masse* on major issues thus implying that the news report may be something less than impartial.

Ad Deductibility

The statement to the Senate Finance Committee from the American Association of Advertising Agencies (E&P, July 21, page 17) regarding the language of the proposed tax bill and the deductibility of so-called "legislative" advertising should be backed up and supported by every media association and every newspaper, magazine, and broadcaster member.

The 4-A has labelled the language of Section 3 of the omnibus tax bill as "capricious," "discriminatory," and "illogical" which is what we have been saying for many months about the Internal Revenue Service ruling.

All media should exert every effort to obtain passage of the Boggs Bill in the House and the Hartke Bill in the Senate which would restore deductibility of the cost of advertising which influences "the general public, or segment thereof, with respect to legislative matters, elections, or referendums."

Let not mercy and truth forsake thee: bind them about thy neck; write them upon the table of thine heart . . . Proverbs, III; 3.

Editor & Publisher

© THE FOURTH ESTATE

The Oldest Publishers' and Advertisers' Newspaper in America

With which has been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

James Wright Brown
Publisher, Chairman of Board, 1912-1959

Publisher and Editor
Robert U. Brown

General Manager
James W. Brown, Jr.

Executive Editor, Jerome H. Walker; **Features,** Ray Erwin, Richard Friedman, Philip N. Schuyler, Robert M. Warner; **Advertising News,** Robert B. McIntyre; **Marketing and Research Manager,** Albert E. Weis; **Librarian;** Janet Haslett.

Treasurer, Arline Demar; **Advertising Manager,** Henry C. Thiele, **Advertising Production Manager,** Bernadette Borries; **Promotion Manager,** George Wilt; **Circulation Director,** George S. McBride; **Circulation Manager,** George H. Strate; **Classified Advertising Manager,** John Johnson.

General Offices—850 Third Avenue, New York 22, N.Y. PLaza 2-7050.

BUREAUS

Washington: Pat Munroe, 1249 National Press Building, ST 3-6756-7.

Chicago: Harry B. Mullinix, Western Advertising Manager; Grant Biddle, Representative; 360 North Michigan Ave. State 2-4898.

Boston: Guy Livingston, 419 Little Bldg., 80 Boylston St. DE 8-7560.

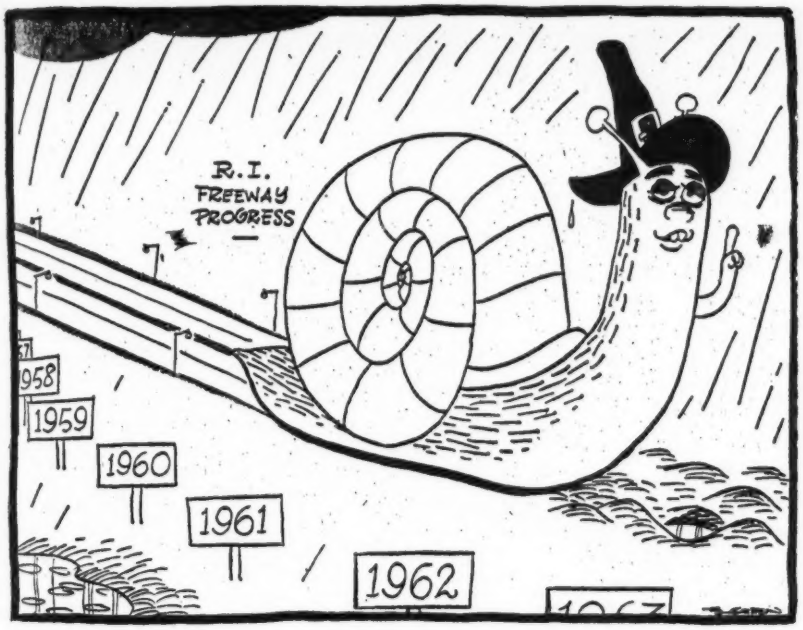
San Francisco: Campbell Watson, Pacific Coast Editor; Duncan Scott & Company, Advertising Representative; 85 Post St. Garfield 1-7950.

Los Angeles: Frederic C. Coonradt, Correspondent, School of Journalism, University of Southern California, 3518 University Ave., Duncan Scott & Company, Advertising Representative, 1901 West 8 St. Hubbard 3-6211.

London, England: Alan Delafons, Manager, 23 Ethelbert Road, Birchington, Kent, England

Charter Member Audit Bureau of Circulations. 6 mo. average net paid Dec. 31, 1961—21,829. Renewals to April 30, 1961, 75.17%.

Cartoon Comment on Local and World Topics



POOR ARE THEY THAT HAVE NOT PATIENCE!
Green, Providence (R.I.) Journal

THIS'LL DO IT!
Hudson, Phoenix (Ariz.) Gazette

ANOTHER DROUGHT AREA
Rosen, Albany (N.Y.) Times-Union

EXPENDABLE Morris, Associated Press

Short Takes

"Actually, our fumble was going to be a fullback. But we couldn't git it off." —*Seattle* (Wash.) *Times.*

•

Due to the recent heavy rains in Eastern North Carolina the Boy Scouts' camp, Camp Carver, is closer due to the rains knocking the dam out there.—*New Bern* (N. C.) *Sun-Journal.*

•

"Of course my little baby is going to get a divorce—she has a millionaire boy fiend and doesn't need Maurice any more." So said Florence Aadland.—*Detroit* (Mich.) *Free Press.*

•

He pleaded guilty to five counts of failing to file excise tax returns on garbling receipts.—*Albuquerque* (N. M.) *Journal.*

•

The short, sturdy man in the corduroy jacket and bread-brimmed hat watched intently as Archie Moore belted a sparring partner into the ropes.—*Los Angeles* (Calif.) *Times.*

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letters

GOOD SUGGESTION

Robert U. Brown's suggestion in the July 7 edition that parenthetical explanations be used for OAS and OAS as two district groups was well taken.

If the native explanation is to be used, however, I suggest that the spelling be amended to so conform: ie; Organization de l'Armee Secrete, and Organizacion de los Estados Americanos.

Sorry to be a nitpicker but the French and Spanish do *so* object to American misspellings.

BOB JONES
Louisville (Ky.) *Courier-Journal*

* * *

PAPERS IN PORTSMOUTH

Your reference to the *Portsmouth* (Va.) *News* as Portsmouth's "only newspaper" (page 56, July 7, 1962) was strange. The *Portsmouth Star*, of which I am general manager, goes to 69.6% of the homes in Portsmouth; the Portsmouth Edition of the *Virginian-Pilot* to 50.3% of the homes; and the Sunday *Virginian-Pilot* and *Portsmouth Star* to 80.6% of the homes. These figures are based on ABC audits in 1961.

I have on my payroll 43 persons all of whom work only for the Portsmouth Star (published jointly with the *Norfolk Ledger-Dispatch*) and these all work in the Portsmouth plant. They include complete news, Retail and Classified advertising, circulation and business staffs.

RICHARD F. WOOD
General Manager
Portsmouth (Va.) *Star*

Are you using this new work saver?

You can quickly find the answers to questions about last year's events—and the persons who took part in them—by consulting the 1961 Annual Volume of The New York Times Index.

In this new volume, the news published in The Times during the twelve month period is recorded and summarized under approximately 40,000 main headings covering almost every subject you can think of. Under the heading "United States" the entries and cross references occupy sixty-four pages. There are six pages of entries on the Soviet Union, eight pages on Algeria. Education takes up twenty-two pages and foreign aid, seven. The year's happenings in Washington, in all parts of the U.S. and everywhere in the world are spread before you in this big 1,127 page volume.

All the references and summaries under each heading are arranged in chronological order. And with each reference you get the dates, page numbers and column numbers you need in quickly finding the full original story in The New York Times itself. Of course, the dates are a big help in locating items in other newspapers and in the news magazines.

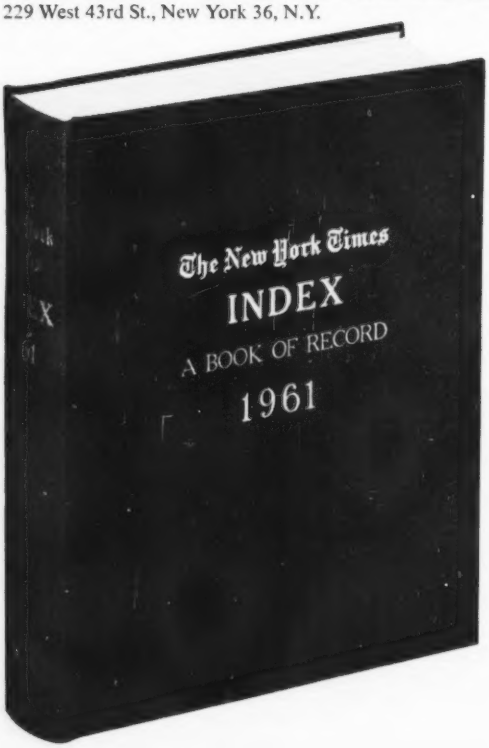
Don't be without this new volume. It's your guide to the news items, the reports, the reviews, the feature articles and editorials, the full texts of important speeches and documents published in The Times last year.

You can purchase the 1961 Annual Volume alone for $60, but the *complete* Index service is by far your best buy. A one year subscription will bring you the 1961 Annual Volume *and* the next 24 issues of the twice-a-month edition of The New York Times Index—all for only $95.

But don't wait. The demand for the 1961 Annual Volume is rapidly reducing our small supply. Send in your order now.

The New York Times Index

229 West 43rd St., New York 36, N.Y.



J. Perry Buys Out Brother To Rule Florida Empire

15 Dailies, 11 Weeklies, tv In Deal Ending Family Feud

A Florida family newspaper feud has ended. John H. Perry Jr., 45, has bought out his brother Farwell W. Perry, 42, to gain complete control of Perry Publications Inc. At least $1,000,000 changed hands, E&P was told.

Involved in the transaction are 15 dailies; 11 weeklies; All Florida Magazine, a supplement with a circulation of 700,000; John H. Perry Associates, special representatives; and television station WESH at Orlando. The newspapers have an aggregate daily circulation of 215,295.

Gross About $20 Million

The properties grossed approximately $20,000,000 last year, according to John Perry Jr., who is also president of the Perry Merchantile Co., Perry Printing Process Co., Ocala, Fla., and Perry Submarine Builders Inc.

"Incompatibility" summed up the relationship between the two brothers, they agreed.

"We are as different as night from day," Farwell said.

Because of tax problems, the brothers' deal was two years in the making. It was consummated July 11. As part of the transaction, the corporate name was changed from the John H. Perry Newspapers Inc., to Perry Publications Inc.

A group of associates hold a minority interest in the new corporation, Mr. Perry said. Among them are W. W. Atterbury Jr., treasurer and vice-president; Cecil B. Kelley, publisher of the *West Palm Beach Post and Times* and *Sunday Times*, vicepresident and director; Braden Ball, publisher of the *Pensacola News-Journal*, a director; Henry F. Richardson, attorney, a director; and Vincent Bailey, vicepresident in charge of engineering.

Mr. Perry Jr. is the inventor of a method of color printing that substitutes engraved magnesium plates for type and mats. (E&P, July 19, 1947) It has culminated in the production of a press, designed by Mr. Perry, by Koenig & Bauer, of Wurzburg, Germany, the firm that built the first rotary press for the *London Times* in 1810. The press will be tested at the plant of the *Ocala Star-Banner*.

Mr. Perry is also developing a computerized method of photocomposition at the *West Palm Beach Post-Times*. Eventually he anticipates the system will automatically process copy and makeup and tabulate billing and credit information.

Another Perry invention is the "Perry Cubmarine," an 18-foot underwater vessel that seats two, can submerge 230 feet, and is two tons in weight. It has been designed for research, salvage operations, industrial or rescue work, military use, or sport. The current model, that sells for $29,600, and its mother ship Sea Hunter is in use on a Navy biological research program.

Publishing Policy

In operating his newspapers, for which he uses the title of publisher-in-chief, Mr. Perry said this week that he believes in "exploiting wholly the abilities of his various managers."

"I endeavor to leave them as independent as possible," he said. "I think this is the best way to bring out a person's best talents. It enables them to develop themselves."

There are 1200 employed by the Perry properties, which were first started in Florida by Mr. Perry's late father in 1921. Since John Jr., has been in charge, his policy has been to establish weeklies in growing communities and develop them into dailies. Thus the *Delray Beach News-Journal*, a weekly, became a daily last March. That is the plan for the *Freeport News*, started last year on the Grand Bahama Island. Four of the weeklies Mr. Perry founded have been made into dailies.

Mr. Perry took over his father's business in 1950. Five years ago he started a $5,000,000 plant expansion program.

The All Florida Magazine was launched in 1953.

The directory of John H. Perry properties (all in Florida unless otherwise indicated) lists the following:

Avon Park Sun.
Deland Sun-News.
Delray Beach News-Journal.
Eustis Lake Region News.
Fernandina Beach News-Leader.
Fort Walton Beach Playground News.
Frankfort (Ky.) *State Journal.*
Freeport (Grand Bahama Island) *News.*
Jacksonville Perry Composition and Engraving Plant.
Kissimmee Gazette.
Lake City Reporter.
Leesburg Daily Commercial.
Marianna Jackson County Floridian.
Melbourne Daily Times.
New Smyrna Beach News.
Palm Beach News & Life.
Panama City News-Herald.
Pensacola News-Journal
Quincy Gadsen County Times.
Sebring News.
Tallahassee News Bureau.
Tavares Lake County Citizen.
West Palm Beach Post-Times.

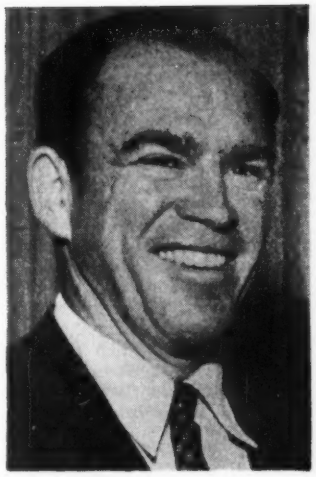
John H. Perry Associates, special representatives, has its main office in New York, with branches in Chicago, Detroit, Atlanta, and San Francisco.

Mr. Perry Jr. was born in Seattle, Jan. 2, 1917. He was educated at Hotchkiss (1935), Yale (1939) and Harvard Graduate School of Business Administration (1940). During his school years, according to his official biography, Mr. Perry "received every business paper that crossed his father's desk, and commented on everything he read."

He served as a First Lieutenant in the Army Air Force during World War II.

Mr. Perry is the author of a study of the national economy

(*Continued on page* 54)



John H. Perry Jr.

Sarasota Star Folds, New One In Bradenton

The new owners of the *Sarasota* (Fla.) *News*—Murray C. and Robert M. Hotchkiss of Levittown, Pa.—have discontinued the *Morning Star* edition of the newspaper which was started last Nov. 6. The News will be a two-edition evening and week-end paper.

Publication of the new *Bradenton Morning Call* was begun July 23 in the News plant. The *Bradenton Herald*, evening and Sunday, is published by W. E. Page.

Frank Owen, former wire editor of the News, is editor of the Morning Call. Under direction of George G. Grey, on loan from the Hotchkiss Newspapers in Pennsylvania, the News has been restyled. Beginning Aug. 1 the editor will be Norman E. Birchall, formerly of the *Danbury* (Conn.) *News-Times*.

Norman Grubb, former advertising representative, is the new advertising director of the News, and Dominick Develario, formerly of the *Doylestown* (Pa.) *Intelligencer*, is circulation manager.

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New Daily Closes

TORONTO

The *Muskoka Daily News*, which began publication at Gravenhurst, Ont., on May 1, ceased publication on July 16. The owner, Andrew MacLean, said his firm would continue to produce weekly newspapers for Gravenhurst, Huntsville and Parry Sound, all in the summer resort area north of Toronto.

COMBINATION FOR ADVERTISERS

Milwaukee Journal's 'New' Sentinel Bows

MILWAUKEE

Old *Milwaukee Journal* hands helped to put the *Milwaukee Sentinel* in business this week.

Journal executives, assigned to key positions on the morning paper, joined with some of the Sentinel's editors and staffers in getting out an edition on Monday, July 23.

It was the first publication of the Sentinel, 125-year-old Wisconsin newspaper, by the Journal Company, which acquired the name and certain assets from the Hearst Corporation on July 19. (E&P, July 21).

First Since May 27

It was also the first edition of the Sentinel to be printed since May 27, when a strike by members of the Newspaper Guild caused a suspension.

The Monday run on the Journal presses was reported as 221,490. The last ABC report for the Hearst morning paper was 192,899. Its Sunday edition had a sale of 217,600 copies but there will be no Sunday edition of the "new" Sentinel. Many of the Hearst features, however, will be continued in the Sunday Journal, whose circulation has exceeded 500,000 and is expected to pass the 600,000 mark in non-competitive publication.

H. E. Daniels, advertising manager of the Journal and Sentinel, announced that Hearst Advertising Service will continue to represent the Sentinel. The daily rate remains unchanged at 60c a line for general advertising, but a discount of 15% from the Sentinel rate will apply to copy in the evening or Sunday Journal which runs in the morning paper within a seven-day period.

The first copy of the July 23 Sentinel—44 pages compared to 26 and 28 pages on Monday before the strike—was set aside for Harry J. Grant, chairman of the board of the employe-owned Journal Company.

Format Unchanged

The "new" Sentinel looked just like the old one in makeup. The top headline told of a tornado causing minor damage at a suburban industrial plant. Inside the paper there was a color picture of a Wisconsin farmer working in his field.

Guild members formerly employed on the Sentinel—there is no unit of the union on the Journal—were advised to continue their membership and apply for unemployment compensation while seeking new jobs. Both the Guild and the Hearst organization established employment centers. The Guild said it would continue to pay strike benefits until members had received checks for severance pay from the Hearst Corporation.

Excutive Editor Named

Harvey W. Schwandner, assistant managing editor of the Journal since 1959, was named Saturday as executive editor in charge of the Sentinel. He has been a Milwaukee newspaperman since 1930.

Harry L. Sonneborn, city editor of the Journal for the last three years, is the new Sentinel's managing editor. Its former managing editor, George A. Tracy, has been made associate managing editor.

Robert H. Wills, assistant city editor of the Journal, has been named Sentinel city editor. Walter G. Wegner, who formerly held that position, has been made Sentinel business news editor. Trueman E. Farris will be assistant city editor of the Sentinel.

Larson Sports Editor

Lloyd Larson will be sports editor, as he was on the old Sentinel, with the morning paper retaining many members of the former sports writing staff, including Amos (Red) Thisted, Ray Grody, Merlyn (Bud) Lea, Ben Gleissner, Bob Lassanske and Rel Bochat.

Leo Kissel will be Sentinel news editor, as he was on the old Sentinel. William A. Norris, Sentinel columnist and editorial writer, will write editorials for the morning paper.

Quincy Dadisman, formerly on the Sentinel state desk, is the paper's new state editor. Sylvester Kerstein will be telegraph editor, William Jungbluth picture editor and James M. Johnston religious news editor. Dennis Thisted, former assistant telegraph editor, will be chief of the copy desk.

Busy City Room

The Journal city room was a sight to behold Sunday.

The new Sentinel city room was a sight to behold Monday.

While the new Sentinel's city room, on the fourth floor of the Journal annex, 918 N. 4th st., was being readied for operations Monday, about 30 former Sentinel editorial employes hired by the Journal worked Sunday in the Journal's city room to get their paper out.

Monday morning, things were back to normal in the Journal city room. Old Journal people sat at Journal desks. New Journal people—that is, former old Sentinel employes now staffing the new Sentinel—and some Journal staffers augmenting the new Sentinel worked in the new Sentinel city room.

Actually, the Sentinel-Journal co-operation and takeover of the Journal city room was not unprecedented. In 1918, a fire burned out a building near the Sentinel building, then at 220 E. Mason St., and for three days the Sentinel was published in the Journal plant, then at 734 N. 4th St. Sentinel employees took over the Journal newsroom each night.

One Sentinel executive got lost as he tried to find his way back to the newsroom from the mailing room Sunday night.

Old Journal reporters, on emergency assignment to the Sentinel, felt that they were "scooping" themselves as they banged out their Sentinel stories. One Journal reporter had trouble with a news source who refused to believe that he was phoning for a Sentinel story. To top it off and confirm the source's suspicions, his story got pushed out at the last minute and was not printed.

Air of Anticipation

As the new Sentinel's first edition time approached, the Journal city room took on an air of buzzing anticipation. Lindsay Hoben, Journal editor and a vicepresident of the Journal Company, brought a proof of page 1 from the composing room to the newsroom. He was quickly surrounded by Journal and Sentinel staffers.

Buried in the history of the Journal and Sentinel is the fact that the late Lucius W. Nieman became the owner of the newly-founded Journal in 1882, shortly after he had been replaced as editor of the Sentinel in the merger of that paper with the old *Republican* and *News*.

The Sentinel was founded as a weekly June 27, 1837 by Solomon Juneau, a fur trader, to promote his east side real estate. His rival was Byron Kilbourn, who owned the *Milwaukee Advertiser* which lasted under various names until 1939.

William Randolph Hearst entered the Milwaukee field with the purchase, by Arthur Brisbane, in 1918 of the *Milwaukee Free Press*, a LaFollette organ; the *Evening Wisconsin* and the *Milwaukee Daily News*. They were consolidated into the *Wisconsin News*.

Hearst Purchase

Hearst acquired the Sentinel in 1924 from Charles F. Pfister, a local leather tanner and financier. The Sunday Sentinel was merged with the *Milwaukee Telegram*. The Evening Sentinel, which had begun publication in 1909 in competition with the Journal and other afternoon papers, was merged with the Wisconsin News.

Two years after Hearst took over the Wisconsin News, 18 of the paper's 19 reporters went on strike after their petition for a raise had been ignored. They were all replaced. In 1936 the Guild again struck and the News closed down for six months. The News finally was absorbed by the Sentinel in 1939.

Hearst was secretive about his Milwaukee operations. A retired municipal judge, August C. Backus, was originally listed as the Sentinel's new publisher after Hearst acquired it. Later the paper was ostensibly owned by Paul Block. However, a public hearing on another matter subsequently revealed that Block had been a tenant, with Hearst maintaining ownership. In 1937, Hearst announced that Block was withdrawing.

The Sentinel occupied a leased building which was modernized in a $2 million program a decade ago. It was reported this week that the 10 Scott press units may be moved to another Hearst plant.

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In Service Office

CHICAGO

Charles H. Dale, a special assignments copywriter, has been named to the newly created post of assistant manager of the *Chicago Tribune's* advertising service department. The manager of the department is Fred Shafer. Mr. Dale joined the Tribune service department on July 2, 1956 after being associated with several advertising agencies.

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Auer Honored

R. Hoe & Co., Inc., press manufacturer, welcomed Joseph L. Auer, president and chairman of the board, into the Hoe 25-Year Club at a recent surprise dinner given by officers and directors of the company and business associates. Mr. Auer joined the organization as assistant works manager in 1937.

Minneapolis Strike May Be Over Soon

One by one, new agreements were being worked out this week with striking unions as the shutdown of the *Minneapolis Star* and *Tribune* ran into its 106th day. The suspension of publication began April 12 with the walkout of teamster union drivers.

Four of eight unions had voted, up to Thursday, to accept newly drawn contracts and four more were to have membership meetings to consider ratification of proposed settlements by the week's end.

Joyce Swan, publisher of the Star and Tribune, declined to predict a possible date for resumption of publication. At least two days' work would be needed to prepare for publication after the return of full forces.

At this point the closure in Minneapolis approached the length of the suspension of the *San Jose* (Calif) *Mercury and News* in 1959. That ran for 128 days. The suspension of longest duration, due to a strike, was that of the *Wisconsin News* in 1936 when the Guild was out for 195 days. Next was the 174-day shutdown of the Wilkes-Barre, Pa., newspapers in 1938-39. There was a 144-day blackout of publishing in Springfield, Mass., in 1946-47.

$8.50 Wage Increase

Mailers, printers, machinists and building maintenance workers this week accepted the two-year wage increase of $8.50 in Minneapolis. This is to be given $5 the first year and $3.50 the second year. Management's offer before the strike was $6.10 with $3.50 the first year and $2.60 the second year.

The mailers' branch of the International Typographical Union represented the key problem in negotiations with demands for job security. The vote for the new contract was 63 to 62.

A program has been worked out with the union which puts a limit of 250,000 Sunday papers and 150,000 daily papers to be stuffed or labeled in the mail room. The publisher had proposed bulk delivery to branch distribution points. Daily circulation was 527,000 and Sunday 655,000.

The new contract provides for an "attrition program," the newspaper guaranteeing that no one on the payroll as of April 11 will lose his job because of mechanization, and adjustments in personnel will await deaths, retirements, and resignations. This is similar to the terms in the new Pittsburgh contract.

The mailers' union president, Harold Hol, said the economic gains were "terrific," but on "non-economic issues we either remained stationary or lost a little."

Printers received four weeks vacation after 20 years. Improvements are being made in the pension plan. Robert Amley, Typographical Union president, said it was "one of the best contracts I have seen in my years with the union."

Mr. Hol said the $5 raise is retroactive to Jan. 1 and the printers' contract won "overwhelming approval" by the membership.

The mailers' contract, he said, provides that the company will absorb a $1.85 a month increase in hospital plan premiums and will double the pension allowance over a three to five year period. The newspapers employ about 200 mailers.

The pressmen were to vote Friday on an agreement reached Tuesday. Negotiations were continuing with stereotypers, teamsters and engravers.

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Time Cover Story Features Newhouse

S. I. Newhouse is the cover illustration on *Time* magazine for July 27. Five pages are devoted to a review of his career and his acquisition of publishing properties under the title, "The Newspaper Collector."

Mr. Newhouse's latest acquisition, disclosed in the reports of the Securities and Exchange Commission, consisted of about 20,000 additional shares of Conde Nast Publications Inc. in the name of the Patriot Company, his Harrisburg subsidiary. The Newhouse holdings in the magazine company now amount to 1,094,076 of the 1,655,572 outstanding common shares which are currently selling on the market at around $9 a share.

Oveta Culp Hobby, president and editor of the *Houston Post*, said she had asked Time to correct a misstatement in the article concerning her newspaper. She said it was untrue that she had ever discussed the sale of the Post with Mr. Newhouse. "The question of sale has never been considered by the owners," Mrs. Hobby stated.

Plant designed for the new Franklin (Ind.) newspaper.

New Daily Planned For Franklin, Ind.

COLUMBUS, Ind.

Plans for establishment of a new daily newspaper at Franklin, Indiana, in Johnson County, were announced this week by Home News Enterprises, composed of the partners in the *Evening Republican*, daily newspaper published here.

Construction of a newspaper plant for production of the new paper is scheduled to be started by early fall, according to Robert N. Brown, general manager of the Evening Republican and a partner in Home News Enterprises.

Mr. Brown, who is directing plans for the project, said the new paper will be operated independently, and will be designed to serve the city of Franklin and the large, rapidly developing suburban areas in Johnson and adjoining Marion county. Planning of the project has been under way more than a year.

The newspaper plant will be located in a new building to be erected on the east side of Road 31 about 2½ miles north of Franklin. The new structure, comprising approximately 12,000 square feet, will have large glass areas providing vistas from along adjoining Highway 31.

Offset Facilities

The structure has been designed by Myron Goldsmith, a member of Skidmore, Owings and Merrill, of Chicago.

The building will be one-story high, of steel and concrete construction with aluminum and glass exterior walls. It will be air conditioned.

The new newspaper will be printed by offset, utilizing photo typesetting and color printing on a Goss Suburban press.

Date for start of publication and personnel for the new operation have not been announced, but Mr. Brown said that approximately 25 persons will be employed in the direct operation when publication is started.

The daily Evening Republican, which is operated under the same partners comprising Home News Enterprises, has been published in Columbus since 1877 and was preceded by the *Columbus Republican*, published as a weekly starting in 1872.

Franklin, which had a city population of 9,420 in the 1960 Census, is served by the evening *Franklin Star*, with ABC circulation of 5,688 as of last Sept. 30. Johnson County's population was 43,593 in 1960.

Arthur H. Hagg & Associates formerly represented both the Columbus Republican and the Franklin Star for national advertising. It now has only the Star on its list.

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New Community To Have Weekly

RIVERSIDE, Calif.

The newspaper which began publication in an uninhabited pasture in June will be stepped up from twice-a-month to once-a-week in September.

This is the *Sun City News* which is published by the Press-Enterprise Company here for the residents of the new Del Webb community for senior citizens in "active retirement."

The Sun City News, of which Clarence Carpenter is editor, was designed with the age of its readers in mind. Most stories run in 10 point type on two-column measure, without column rules. One-column width type is in 9 point size.

Mr. Carpenter has had a wide experience in newspaper work and has been with the *Riverside Press-Enterprise* for 16 years as reporter, night editor and religion editor.

Another longtime Press-Enterprise staffer, Fred Butler, has been named advertising manager of the Sun City News.

THE RESPONSE TO A JEREMIAD

Hard-Hitting Editorials Are Popular

By Jenkin Lloyd Jones
Editor, Tulsa Tribune

It was Don Anderson of the *Wisconsin State Journal* who put my Inland Daily Press Association speech into orbit. A week after I had delivered it in Chicago last October he reprinted it. The response seemed favorable, so he printed 3,000 copies in booklet form to be sold at 10c apiece, the proceeds to go into the State Journal's charity fund. The last I heard from Don they had sold about 100,000.

(Editor's Note: Mr. Jones' self-styled "jeremiad" in which he exhorted fellow editors to "raise some hell" about current social trends has become one of the most reprinted speeches ever made by a newspaperman. E&P asked Mr. Jones recently to tell what he had experienced in the repercussions to his celebrated think-piece.)

Suddenly the speech began showing up in small newspapers in a belt running from Ohio through Iowa. The mail began to assume ominous proportions and I kept my secretary overtime as I tried to send a paragraph reply to each correspondent.

The *Houston Chronicle* and the *New York Journal-American* were the first large papers to use lengthy excerpts, and the *St. Paul Dispatch* printed it in full. After that the roof sort of buckled.

In Over 100 Papers

We didn't start keeping a record of the reprints until about February, but the list has exceeded 100 newspapers covering the country, literally, from Seattle to Miami and from Bangor to Santa Monica. The mail soon became impossible—as many as 40 letters in a delivery, so we resorted to mimeographed acknowledgements and canned permissions to reprint or quote.

This was a disturbing experience for a provincial editor—the impossibility of replying decently to sincere citizens, many of whom had obviously labored long and pridefully on their letters and who earnestly sought advice or comment. I did try to answer the letters from convicts (it is amazing how packed they were with moral righteousness) and those from teen-agers and college kids who obviously wanted an answer.

Along about March a series of Canadian papers, from British Columbia to New Brunswick, picked up the speech, and hundreds of Canadians rushed to their mailboxes to assure me that the situation in Canada was worse than in the States. Then the *Reader's Digest* brought out its boiled-down version and no sooner had that mail freshet subsided than *U. S. News and World Report* brought it out and the mail boy was staggering again.

(On April 18, Mr. Jones repeated the speech—his "jeremiad"—before the meeting of the American Society of Newspaper Editors at New Orleans. E&P printed the text ("Let's Raise Some Hell") in its April 28 issue.)

I went to Europe for a month in May hoping that this thing would blow over and upon returning to my office early one morning I was delighted to see only a modest amount of mail on my desk. But then my secretary came in and asked, "What do you want to do about those three packing cases-full under the long table?"

Excerpts in Russia

An excerpt used by a London Sunday newspaper brought a number of inquiries, mainly from Welshmen wanting to know if there is a large Welsh colony in Oklahoma. A college student in Denmark translated it for her local paper. Someone sent me a long article about it in a provincial Dutch newspaper, which, mercifully, I cannot read. This morning comes a partial reprint in the *Rhodesia Herald*. And, alas, two Soviet publications have put out carefully selected quotes from it to prove that America is over the hill.

What was the mail like? About one out of every 200 letters was critical. A professor of education in a New York State college caused me to burst into tears of gratitude when he wrote, "You, sir, are a nut, but A Damnably Clever Nut!" An English professor in a Cleveland college returned a "corrected copy" of the speech, heavily interlined with red-ink allegations of "sentence error", "mixed metaphor", "fuzzy thinking", etc., ending with the assertion that if I were in his freshman English class he would have to give me an F. A number of avant garde artists were, naturally, grieved at my "yahooism" concerning modern art.

Time for Challenge

But the overwhelmingly favorable response astonished and delighted me. The speech simply wasn't that good, but editor after editor wrote me that their own reprints were quickly exhausted. An airline vicepresident wrote that during the week the U.S. News version was out he checked the reading racks in eight airplanes and found in each case that the article had been torn out. It was not surprising that it would show up in sermons, all the way from Norman Vincent Peale's Easter Sunday message to Billy Graham's concluding speech at Chicago. But I was pleased that recently it was published simultaneously by *Home Life*, the publication of the Southern Baptist Convention, and the *Catholic Digest*.

What does this response mean?

It means, I think, that a great number of Americans have an uneasy suspicion that the country is growing morally flabby and they are becoming disturbed. They number far more than the hard-core of crepe-hangers, professional viewers-with-alarm, kill-joys, and Savanarolas. The response from businessmen, for example, was astounding.

Lessons in the Mail

These people are ready to challenge some of our current practices in literature, drama, art, education—and journalism, for that matter. They seem to be tired of endless compromise with principle and quality, of endless apology and retreat, of the creeping philosophy that almost anything goes.

They are ready for harder-hitting editorials. They have a perverse fondness for Puritan virtues which the New Sociology hasn't been able to extinguish. They want to be convinced that the greatness of this country lies ahead, and they are ready to throw their arms around the editor who says, "Let's take a bath and get going!"

At least, that's the way I read the mail.

Corn and Collier Have Gone Fishin'

WASHINGTON

Two long-time *Washington Evening Star* editors, Neil Rex Collier and Herbert F. Corn, have retired and "gone fishing."

Mr. Corn, former managing editor, and Mr. Collier, editorial writer, are life-long friends and both have summer homes near Kilmarnock on Virginia's Northern Neck where they are making good use of that extra leisure.

Both men have been with the Star for more than 40 years. Mr. Collier has been a reporter, crime feature writer, editor and editorial writer since joining the staff in 1920. He was the author of an early series called "War on Crime," a daily cartoon strip depicting FBI investigations, which has been credited with creating the American public's hero-worship for its "G-Men."

Mr. Collier terminated the series in 1938 saying, "We ran out of Public Enemies No. 1."

Mr. Corn, whose retirement was announced last spring, had been editor of the Star for nearly 20 years. He started as a copy reader. He was honored last year by Kappa Sigma Fraternity's Washington Alumni as "Man of the Year."

Mr. Corn was succeeded by I. William Hill as M.E.

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Newspaper Project In St. Louis Schools

ST. LOUIS

Richard H. Amberg, publisher of the *St. Louis Globe-Democrat*, has announced plans for using the Globe in the classrooms of local junior and senior high schools in the Fall term.

Four St. Louis area high school and elementary teachers attended a "Newspaper Work-Shop" at the University of Iowa in June.

The Globe-Democrat has made arrangements for an Aug. 16 gathering where more than 60 area school superintendents and directors of curriculum will hear Dr. James E. Hayes, director of the University of Iowa Workshop.

Textbooks, color slide presentations, newspapers and other special aids to the teacher have been prepared for use in the classroom by the Globe-Democrat.

The *St. Louis Post-Dispatch* also announced it was shaping a classroom program.

Judge Offers Peace Plan in Springfield

A spokesman for S. I. Newhouse said this week the publisher is willing to sit down with executives of the Springfield (Mass.) Newspapers and try to end the lawsuits which have been on trial since May, 1961.

On the 99th day of hearings —testimony now fills more than 16,000 pages—Judge George N. Beauregard, special master, renewed a plea to both sides to seek a means of settling the litigation. This time he said he had a definite suggestion outlined.

Time for Consideration

"I would be happy to discuss it with counsel," said Judge Beauregard, recessing the hearings at Springfield July 25 until Aug. 21. David Burstein, counsel for the Newhouse-owned Newark Ledger Company, owner of a minority interest in the Republican Company, said Mr. Newhouse was agreeable to meeting with Sidney R. Cook or anyone else from the management.

Mr. Cook is treasurer of the Republican Company and financial advisor to the newspapers' employe pension funds.

At this time, Mr. Cook told E&P, his answer is "no" to consideration of the judge's suggestion. Robert W. Meserve, counsel for the company, told the court he had already discussed plans of settlement with the Newhouse interests.

"So far as we know there has been no basis of settlement suggested," said Donald Newhouse, who has been representing his father at the hearings.

Judge Beauregard said he was concerned with the possibility that the hearings would go on for months and an ultimate court decision would not come before another five years. In 1967, the Newhouse interests will gain control of the Republican Company if a contract for purchase of additional stock from heirs of the late Sherman H. Bowles is consummated.

The suits brought by the Ledger Company seek to remove the present management of the newspapers and trustees of the pension funds on the grounds of dissipation of corporate assets and conflict of interest, among other things. They were begun after the Newhouse interests were denied access to books and records following purchase of 42% interest in the company in 1960. The Republican Company publishes the morning *Union*, evening *News* and *Sunday Republican* and the pension funds own a half-interest in a local television outlet.

'Most of Story Is In'

Judge Beauregard emphasized that he had made no decision yet but he believed "most of the story is in" and the time has come for both sides to re-assess their positions.

In recent weeks the principal witness for the defense has been Judge Arthur T. Garvey, a director of the company and longtime associate of Mr. Cook and the late Mr. Bowles. It was disclosed that Judge Garvey had been elected vicepresident of the company July 18 at a meeting of the board of directors, the first since June 12, 1961.

Judge Garvey defended the generosity of provisions in the pension funds and said he saw nothing improper in the directors' vote to continue contributions from company earnings to the funds. He said he saw no conflict of interest in some of the newspaper executives serving as corporate directors and trustees of the funds of which they are also beneficiaries.

'Dedicated Men'

In Judge Garvey's view, he told the court, the managerial group consists of "dedicated men" who "wouldn't do a single thing to hurt the papers one iota." Their activities since 1952, when they obtained control of the company through a voting trust arrangement with the Bowles family, establish that, Judge Garvey said.

Judge Garvey testified that in 1961 he received $6,000 in compensation from the pension funds, and he received an additional $5,000 from the publishing company.

It was also brought out in the questioning of Judge Garvey by Mr. Burstein that Mr. Cook and Judge Garvey visited Senator Wayne Morse of Oregon in August 1960 in Washington.

"At the time of the visit, did you know that Senator Morse was, let us say, not on cordial terms with Mr. Newhouse of the Newhouse papers in Oregon?" Mr. Burstein asked.

A: I wouldn't want to characterize it. I know that he had made speeches about the subject. I had read them.

Q. When you saw Senator Morse did either you or Mr. Cook say anything to the effect that neither of you had any animus against Mr. Newhouse?

A. We didn't discuss animus. It was a very friendly luncheon. . . .

Q. Did either you or Mr. Cook express any animus against the Newhouse operations, or against him personally?

A. No. We just told him the situation that existed in Springfield in reference to Newhouse. It was just a factual description or explanation of what the situation was here.

Morse Story Inaccurate

Mr. Burstein showed an article about Senator Morse published in the Springfield newspapers. Judge Garvey admitted it was inaccurate in noting that the Senator called Mr. Cook the "editor," and himself counsel of the Springfield newspapers.

The witness denied that he had told Senator Morse that Mr. Newhouse had brought a suit to upset the pension funds.

"He might have drawn that inference," Judge Garvey said. "We told him about the pension plan and the assets, how successful it had been, so forth."

Judge Garvey testified that an audit of the pension funds is being made.

Mr. Burstein noted section 6 of the pension fund by-laws states that trustees shall not be liable for certain activities or losses unless due to the willfulness or misconduct or lack of good faith.

Q. And this is the famous exculpatory clause, is that right?

A. Yes.

Mr. Burstein brought out that Judge Garvey had a great deal to do with amending the by-laws from the original instrument dated in 1933. The exculpatory clause was one of the amendments.

A schedule presented by the management as the 250th exhibit showed the pension funds had total net assets of $16,987,-823 at the end of 1961.

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Bill Keightley Joins Research Lab Staff

William E. Keightley, former production manager of the *Buffalo* (N. Y.) *Evening News* and of the *Cleveland* (O.) *Plain Dealer* and *News*, joined the technical staff of the ANPA Research Institute this week.

Mr. Keightley, an Annapolis graduate and mechanical engineer, will be concerned primarily with press problems, said Charles H. Tingley, RI director. Mr. Keightley will make his headquarters at the Institute's laboratory at Easton, Pa.

Papers Help Vaccine Drive In Houston

HOUSTON, Tex.

The three Houston daily newspapers, radio and television stations joined with the Harris County Medical Society to stem what may have become a polio epidemic in the area.

Resources of the dailies were thrown into the fight to help the Medical Society administer the Sabine oral vaccine.

For a dozen days prior to the opening of the campaign, the *Post* published comments from civic leaders on the need for everyone to be inoculated.

On the Sunday before the vaccine was given the first time, the Post ran a page of clinic pictures showing "what happens when you get it."

The *Chronicle* and *Press*, as well as the Post, ran bus coupons which could be used for rides to the vaccination centers.

The Press ran hard news announcements, and a detailed study of what Houston's polio history had been.

Among many pictures emphasizing the drive, one in the Press showed a little girl surrounded by 50 quart bottles, the amount of vaccine it would take to immunize Houston's 1,000,000 inhabitants. Another showed a child taking it the "old way" (with a needle) and a second youngster taking it the "new way" (orally with a lump of sugar). Following the first vaccination day, the Press ran a picture of a 96-year-old man taking the vaccine.

The Chronicle printed 500,000 four-page tabloid papers which gave a description of the vaccine, questions, and answers about the polio drive and a list of schools where the vaccine was to be given. The tabloids were available on all city buses, at churches and at the Colts' baseball park.

Members of three unions—the printers, mailers and pressmen—at the Chronicle volunteered to help print this section without pay.

The Chronicle also sent a letter to every Church in the area, alerting the ministers to the drive and on July 22 the paper made available to the Medical Society Auxiliary, comprised of the doctors' wives, its classified phone room. Houstonians were urged to call the classified number, CA 4-6868, if they had any questions or needed transportation to their nearest school.

Meyer Heads Business Side of World-Tely

Matt Meyer, assistant general business manager of Scripps-Howard Newspapers, has been named business manager of the *New York World-Telegram and Sun.*

At the same time, the election of Richard D. Peters, editor of the World-Telegram, and Mr. Meyer, as vicepresidents of the New York World-Telegram Corp., was announced.

Mr. Meyer succeeds N. S. Macneish, who joins the general management of Scripps-Howard Newspapers.

Announcement of the appointments was made by Mark Ferree, executive vicepresident and general business manager of Scripps-Howard.

Mr. Meyer, 57, was born in Tilden, Alabama, and received his college education at New York University. In 1932, he joined Scripps-Howard as a member of the New York General Advertising Department.

Mr. Meyer was business manager of the *Washington Daily News* for 12 years before returning to New York in 1959. Previously he was an executive in the Chicago offices of Scripps-Howard Newspapers.

Mr. Macneish, 62, is a longtime executive in the Scripps-Howard organization, having served in the general management offices before joining the World-Telegram.

He has been business manager since 1938, and was also executive vicepresident and a director of the New York World-Telegram Corp.

Matt Meyer

Chapman Is Made General Manager Of Miami Herald

AKRON, Ohio

A change of officers was announced last week for the Miami Herald Publishing Co.

James L. Knight was named president and Alvah H. Chapman Jr. vicepresident and general manager at the annual directors meeting here.

John S. Knight, former president, is now chairman of the board and continues as publisher.

Mr. Chapman takes over the position formerly held by James L. Knight.

Arthur J. Gucker, business manager, was named treasurer and assistant secretary.

"These organization changes reflect the increasing growth and complexities of the Miami Herald's operations," John S. Knight said.

The Herald will be moved into a new building on Biscayne Bay next winter.

Mr. Chapman was elected a director of the Miami Herald Publishing Co. and of Knight Newspapers Inc.

C. Landon Knight, president of Portage Newspaper Supply Co., also was elected to the board.

John S. Knight, Clara I. Knight, James L. Knight, K. L. Milburn, C. Blake McDowell, Lee Hills and Mr. Gucker were re-elected as directors of Miami Herald Publishing Co.

Young Attorney Will Run Paper

GARY, Ind.

Howard L. Kastel of Chicago, a former consultant with the American Newspaper Publishers Association, has been named business manager and attorney for the *Gary Post-Tribune.* He will be in charge of business operations.

He fills the post made vacant by the appointment of Jack T. Snyder as production manager, succeeding William L. Culver who recently became production superintendent of the *New York World-Telegram and Sun.*

A graduate of Harvard where he also took graduate work in business and economics, Mr. Kastel, who is 30, later received his law degree from Loyola University in Chicago. Before coming to Gary he was engaged in law practice in Chicago.

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Jackson Berger Quits Associate Editor Post

Jackson Berger, associate editor of the (San Fernando Valley, Calif.,) *Valley Times TODAY,* has resigned, it was announced this week by Publisher Robert N. Weed.

Mr. Berger, a veteran of 40 years in newspaper work, was managing editor and then executive editor of the Valley Times TODAY from February, 1947, until last January, when he was named associate editor.

He said he plans to accept assignments as a special consultant or correspondent in news or news-associated fields.

N.Y. Times Shows Sharp Income Rise

The New York Times Company has reported a consolidated net income of $1,386,000 for the six months ended June 30, compared with $838,000 for the first half of 1961. This was equivalent to $13.63 per share of common stock in 1962, as compared to $6.92 per share in 1961. The 1961 result included a net gain on the sale of Times Tower of $377,000, or $4.63 per share.

Net income from operations in the first half of 1962 was $743,000 compared to $41,000 in the same period in 1961. The principal factors leading to the better results were increased advertising volume, higher advertising rates and circulation prices, and continued improvements in operating efficiency, according to the report by Arthur Hays Sulzberger, chairman of the Board, and Orvil E. Dryfoos, president-publisher.

Operating revenues were $61,940,000 for 1962 and $57,818,000 for the corresponding half of 1961. Net income from dividends from Spruce Falls Power and Paper Company Ltd. in the first half was $643,000, compared to $420,000 in 1961.

Quarterly dividends of $1.25 per share were paid on Times Company "A" and "B" common stock in March and June.

•

Veteran Retires

CLEVELAND

Merton J. Ferguson, 69, has retired from the *Cleveland Press* business office where he worked 42 years. He had been in charge of classified advertising account records since 1929.

Neighbor Daily Gives Up Edition For Jamestown

JAMESTOWN, N. Y.

The *Warren County Observer,* a morning offset tabloid published in Warren, Pa., 22 miles from here, does not intend to publish a Jamestown edition in the absence of the *Jamestown Morning Sun,* which ceased publication June 30.

W. Robert Walsh, Observer managing editor, said:

"All the Warren County Observer is doing is trying to sell its publication in Jamestown area in competition with other morning newspapers circulating in that city, such as the *Buffalo Courier-Express,* and the *Erie* (Pa.) *Morning News,* which are also offered for sale in this city (Warren)."

The sale of the Observer to Jamestown residents is only through newsstand and factory gate outlets, Mr. Walsh said.

Mr. Walsh added:

"Jamestown is the *Jamestown Post-Journal's territory.*"

Newsprint Sold

Meanwhile, Constantine Poulos, and his wife, Ann Maytag Poulos, owners and publishers of the former Sun, reported they have sold the firm's $10,000 newsprint inventory to an Ohio publication. The Pouloses plan to sell mechanical equipment at auction.

Unitypo Inc., owns the building and other publication mechanical equipment, which the Pouloses leased.

Some of that equipment also may be put up at auction or moved to the new graphic arts center of the International Typographical Union at Colorado Springs.

A typewriter used by Waite Forsythe, a sports writer for many years, was given to him by Mr. and Mrs. Poulos.

The Pouloses also gave Andy Cox, a sportswriter and cartoonist, a drawing board he used while with the Sun. Mr. Cox joined the Post-Journal's sports staff as a replacement for James Johnson, who enters Brockport State Teachers College in September.

Edward J. Byrne, a former publisher of the Sun who now runs a weekly at nearby Gowanda, circulated leaflets this week seeking sentiment for a proposal to establish a new morning paper in Jamestown. He stated that a paper could be published in a few weeks if there was an indication of support for it.

5 Reporters Shine In Telstar Parley

WASHINGTON

Washington correspondents, given the opportunity to take part in the world's first formal international exchange of live television shows, turned out 372 strong (including guests) to attend the President's press conference on Telstar July 23.

The Telstar portion of the conference took only 4½ minutes and included five questions, three of international importance and two domestic.

Comment on Berlin

The broadcast broke in while the President was answering the first question by Whitney Shoemaker of AP concerning the Soviet signing of a peace treaty with East Berlin.

The President answered that no progress had been made in Geneva but he expressed hope that an accord could be reached.

Responding to a query on nuclear tests by Al Spivak of UPI, the President said an analysis would be made of the latest Soviet tests to see whether they present a further risk to our security.

Two questions on legislative subjects were asked by Charles Shutt of Telenews, and Edward Folliard, *Washington Post.*

Ned Kenworthy of the *New York Times* asked why the United States alone permitted the exchange of U.S. currency for gold by foreign holders and the President discussed at some length the gold standards and the stability of the dollar.

Telstar missed his opening statement in which he pointed out that the satellite was high enough to carry messages from both sides of the world "which," he said, "is a very essential requirement for peace."

"I think this understanding which will inevitably come from speedier communications," he said, "is bound to increase the well-being and security of all people here and those across the ocean."

Those who have been critical in the past of reporters' questions at press conferences surely could find little fault with those asked at this first one open to viewers across the seas.

Misses Chuckle

A question that was not included on the Telstar portion of the conference but which drew a chuckle from the President came from Bill McGaffin of the *Chicago Daily News.*

"Now that the U.S. image is being instantaneously transferred to Europe via Telstar," Mr. McGaffin asked, "don't you think the networks should make a greater effort to do something about their vast wasteland?"

The President grinned and said he would leave that question for Newton Minow.

There had been some joking around the National Press Club that English or French journalists might try to get the President's attention at the conference and thus become visible in their home countries, but this didn't happen here.

* * *

Picture Relayed

United Press International said it used a special trans-Atlantic newspictures hookup to illustrate the ability of the Telstar communications satellite to relay television programs from continent to continent.

UPI's European newspictures headquarters in London monitored the Telstar program and a photograph of Mr. Kennedy was made by focusing a camera on the television screen.

The UPI photo of the President as seen by British television viewers was then radioed to New York and fed over a special tie-line to a Unifax receiver located across town in the network headquarters for the program.

The picture was taken off the machine and shown to the U. S. audience by Walter Cronkite of CBS and Chet Huntley of NBC, thus giving American viewers dramatic proof of the clarity of Telstar-relayed television.

The first live hard-news television reports from Europe to America via Telstar were broadcast July 24 on the three networks. The broadcast included a report from Paris, a statement by the French Foreign Minister and a showing of Paris fashions.

•

Ames To Direct Ads For Hagerstown Daily

Robert D. Ames, formerly of the *Yakima* (Wash.) *Herald-Republic,* has been named director of advertising for the *Hagerstown* (Md.) *Herald-Mail.*

At Yakima, Mr. Ames was retail ad manager for five years and general ad manager for two years. Prior to that he served as advertising manager for the *Turlock* (Calif.) *Daily Journal* and advertising salesman for the *San Mateo* (Calif.) *Times.*

FAIR EXHIBIT IN NEWS LOBBY—An exhibit of the New York 1964-65 World's Fair was opened July 23 in the lobby of the New York News Building, featuring a model of the Unisphere, symbol of the Fair, and color slides with commentary and music that can be operated by push-button. The exhibit will remain through 1964. Richard W. Clarke (left), editor of the News, and George E. Donnelly, general manager, flank Robert Moses, president of the World's Fair.

Wise

Rogers

Two Washington Columns Are Born

Two new columns on the Washington scene are being published Tuesdays and Thursdays by the *New York Herald Tribune.*

The columns are "The White House," by David Wise, and "Behind The Lines," by Warren Rogers Jr.

Mr. Wise joined the Herald Tribune upon his graduation from Columbia University in 1951. He had two years of general assignment and then was city hall reporter and Albany correspondent before going to Washington in 1958.

Mr. Rogers attended Tulane University, worked for newspapers and the AP in the South. He served in the Marine Corps in the Pacific in World War II. In 1951, he joined the AP Washington bureau, and in 1959 he joined the Herald Tribune's Washington staff.

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Golden Slipper Award Taking Her to Europe

Rubye Graham, fashion editor of the *Philadelphia Inquirer,* has been named winner of the semi-annual Golden Slipper Award of the National Shoe Institute.

In addition to receiving a pair of golden slippers, Miss Graham will get a free trip abroad.

World's Fair To Get $75 Million Push

Approximately $75,000,000 in advertising will be spent by exhibitors at the New York World's Fair, according to Thomas J. Deegan Jr., chairman of the executive committee of the New York World's Fair 1964-65 Corp.

Mr. Deegan said the figure includes moneys to be spent not only by corporate exhibitors but also governments and other participants. He added that the figure is over and above advertising to be given to the fair by American business in general for the two seasons of 1964 and 1965.

"In reaching the world audience," Mr. Deegan said, "the communications program will be broken down into news, editorial and feature material on the one hand and paid advertising on the other."

He said special magazine supplements, newspaper supplements and special editions will be utilized by advertisers to support the message of the Fair.

•

Ronald Green Named To Sports Editorship

CHARLOTTE, N. C.

Ronald Green, *Charlotte News* sports writer since 1948 and assistant sports editor for the past three years, has been named to the position of sports editor of the News.

Mr. Green, 32, replaces Bob Quincy, who resigned to become athletic publicist at the University of North Carolina.

Mr. Green is a native of Greenville, S. C., but has been a resident of Charlotte for 23 years. During his early years with The News, his principal duty was coverage of high school athletics.

Verified Ad Reading Data System Devised

The *Philadelphia Inquirer* this week unveiled a new measurement of newspaper advertising readership called "Exposure/Ratings," designed to provide increased assurance that a reader's report of observation of an ad is a reliable report.

According to Harry Hannum, director of the research department, "the Inquirer recognized the need for sounder measurements of advertising readership and accordingly commissioned Research, Inc., of Ohio, an affiliate of Scripps-Howard, Inc., to develop a practical system.

"A board of academic consultants was engaged to monitor and contribute to the work of the staff at Research, Inc. Exposure/Ratings (E/R) is the result of their cooperative study and experimentation," Mr. Hannum said.

Must Be Consistent

Mr. Hannum continued: "The interviewing technique is based on the premise that a respondent's replies must be consistent if they are to be considered true. The respondent, therefore, is given two separate opportunities, with sufficient lapse of time between them, to report that a particular advertisement was or was not observed."

Mr. Hannum explained that the respondent first is asked whether he saw the ad. Later in the interview, during a second run-through of the newspaper, he is asked how much of the ad he read. The two replies are then compared to establish verified readership, questionable readership or non-readership.

In the reports, which will be issued within two weeks after each study date, total verified readership will indicate the percentage of persons who gave affirmative and consistent answers to the "saw" and "read" questions. Scores will be given for men and for women.

Total verified readership will be further detailed into percentages of the total sample who "saw and read" and who "saw only." Scores for each of these items will be given for men and for women.

The percentage of respondents who contradict themselves by giving conflicting answers will be excluded from verified readership and reported separately as questionable readership. Scores will be listed for men and for women.

E/R interviews also determine whether the respondent is a prospect for the advertised product or service. Persons who indicate they plan to buy, or might buy, are classified as prospects. "Non-prospects" include those who are uncertain, doubtful or negative.

Prospect status will be reported in two categories: a) the number and percentage of interviewed persons who indicate a disposition to buy, and b) the number and percentage of verified readers who indicate a disposition to buy.

E/R studies of advertising in the Inquirer during the balance of 1962 will be made Aug. 23; Sept. 20; Oct. 17; Oct. 25; Nov. 15; Nov. 30, and Dec. 13. The 1963 schedule will be expanded to include several studies of all other weekdays.

The service will be operated by Behavior Systems, Philadelphia, an adjunct organization of the University of Pennsylvania. Data will be processed at the Computer Center of the university, using a Remington Rand Solid State 80 computer. Dr. Wayne A. Danielson, associate professor at the University of North Carolina School of Journalism, has been retained by the Inquirer as its academic monitor.

No Charge Made

All national ads 140 lines and longer will be measured, as will all retail ads one-half page and larger. There will be no charge either to advertiser or to advertising agency.

Additional analyses will be made available to advertisers by special arrangement. The data will include economic and social attributes of the reader. As this information is compiled, the Inquirer's Research Department will publish analyses as contributions to the better understanding of newspaper advertising effectiveness.

Principals in the design and development of E/R by Research, Inc. of Ohio were: Dr. John Scott Davenport, the company's director of research; Dr. Edwin B. Parker, assistant research professor at the University of Illinois Institute of Communications Research, and Stewart A. Smith, the company's chief of experimental research.

Members of the consulting board reporting to the Inquirer included, in addition to Dr. Danielson: Dr. Paul J. Deutschmann, director of the Michigan State University Communications Research Center now on leave as director of the Inter-American Communications Research Project, and Dr. Eugene Webb, of the Northwestern University Medill School of Journalism.

Information on advertising placement and the issuance of E/R reports may be obtained from any Inquirer advertising representative.

Mr. Hannum said that the Inquirer will make the E/R system available to other newspapers, by special arrangement. Inquiries should be directed to the Research Department, Philadelphia Inquirer, Philadelphia 1, Pa.

GENERAL AND AUTOMOTIVE NEWSPAPER ADVERTISING LINAGE

Trends for June and First Six Months—1962-1961
(Basic 14 City Total)
Prepared exclusively for E&P by Media Records

	JUNE 1962 vs 1961		SIX MONTHS 1962 vs 1961	
	% Gain or Loss	% of Total	% Gain or Loss	% of Total
GENERAL				
Alcoholic Beverages	− 11.0	9.9	− 2.9	7.7
Foods	− 28.1	11.7	− 8.7	13.5
Baby Foods	− 23.8	0.4	+ 8.1	0.5
Baking Products	− 45.3	0.9	− 25.8	1.5
Beverages	− 28.2	2.1	− 9.4	2.0
Cereals & Breakfast Foods	− 79.1	0.2	− 31.0	0.3
Condiments	− 7.2	1.2	+ 1.5	1.0
Dairy Products	− 32.3	2.0	− 36.7	1.5
Frozen Foods	− 29.2	0.7	− 8.8	0.9
Meats & Fish	− 16.2	1.3	+ 3.3	1.3
Industrial	− 30.3	2.0	− 17.6	2.1
Insurance	+ 54.9	2.2	+ 2.0	1.9
Medical	+ 16.9	2.0	+ 21.3	2.8
Public Utilities	− 2.4	2.6	− 0.5	2.7
Publishing & Media	− 7.6	6.5	− 8.5	8.0
Radio, TV & Phonographs	+ 45.0	0.4	+ 14.7	1.0
Sporting Goods, Cam. & Photo Suppl.	+ 47.7	1.5	+ 6.5	0.7
Tobacco	− 19.0	3.9	− 33.8	2.2
Toilet Requisites	− 26.9	2.9	− 32.2	2.1
Dentifrices	− 7.1	0.2	+ 47.8	0.3
Men's Toiletries	− 57.8	0.5	− 51.1	0.3
Perfumes & Cosmetics	− 18.1	1.2	− 33.7	0.8
Toilet Soaps	+173.2	0.4	− 30.7	0.2
Transportation	− 9.4	10.8	− 1.6	12.6
Airways	− 12.6	7.1	− 3.2	8.6
Bus Lines	− 28.4	0.6	− 9.1	0.5
Railroads	− 23.0	0.8	− 6.4	0.9
Steamships	+ 2.6	0.9	+ 5.4	1.2
Tours	+ 4.9	0.9	+ 9.0	1.0
Wearing Apparel	+ 21.7	1.0	+ 7.2	1.4
TOTAL GENERAL	− 14.2	74.2	− 6.4	74.9
AUTOMOTIVE				
Gasolines & Oils	− 7.2	2.7	− 34.4	2.9
Passenger Cars—New	+ 13.4	12.3	+ 21.9	14.1
Tires & Tubes	− 8.9	2.9	− 6.8	1.8
Trucks & Tractors	+119.3	0.6	+114.8	0.5
TOTAL AUTOMOTIVE	+ 2.9	25.8	+ 2.0	25.1
TOTAL GENERAL AND AUTOMOTIVE	− 8.9	100.0	− 3.7	100.0

June linage report will be found on Page 50.

3 New Interests Pushing Multi-Page Ad Supplements

Medium Called 'Blockbuster'; N.Y. Times First in Field

By Philip N. Schuyler

At least three new interests are actively seeking to promote preprinted multi-page advertising supplements for distribution with newspapers.

Alphabetically listed they are:

Custom Supplements, Inc., 420 Lexington ave., New York; Charles Bienbeck, for more than 20 years a newspaper and magazine space salesman, president.

Hi-Fi Newspapers Inc., a division of Moloney, Regan & Schmitt, Inc., 261 Madison ave., New York; Herbert Moloney Jr., president.

Selective Supplements, Inc., 333 N. Michigan ave., Chicago, Ill.; Taylor Poore, president—but Mr. Poore told EDITOR & PUBLISHER it was "impossible to detail plans pending outcome of current negotiations."

The *New York Times* has been avidly cultivating ad supplements since June 1950.

The Difference

There's a difference, between supplements printed and carried by one paper, and those supplied to a group of papers sponsored by one or several advertisers. The latter, in which the new organizations are interested, only became possible in 1959, when John W. McPherrin, a consultant to publishers, was able to get a change in postal regulations.

The Alco Gravure Division of Publication Inc., one of Mr. McPherrin's clients, asked him to find out why a preprinted supplement submitted by the Pillsbury Co., for distribution by 52 newspapers was being declared unacceptable as second class mail. Mr. McPherrin convinced the Postmaster General a change should be made. On Dec. 15, 1959 new regulations were published. Campbell-Mithun Inc., scheduled the supplement for January and paid newspapers over $200,000 for insertion charges.

"Nothing in the new regulations defines how much editorial or public service material should be included in an advertising section, but the section must be germane to newspaper publishing," Mr. McPherrin said. "This means that if an advertising supplement does not look like it belongs in a newspaper it might be disapproved."

Mr. McPherrin, who has consulted with new firms in New York interested in promoting the supplements is convinced that the editorial aspects are of prime importance.

173 Supplements

Since it started in 1950, the New York Times by June 17 this year had distributed a total of 173 advertising supplements. In each case it has insisted on making the supplement of mutual interest to reader and advertiser. While mostly interested in the revenue it can make for itself, the Times has in the past and will in the future "encourage and help advertisers to make use of ad supplements" distributed not only by the Times but by other newspapers, Monroe Green, business manager in charge of advertising, said this week. For itself alone the Times has a 16-page ad supplement in color and monotone coming up on Aug. 5 for Jamaica, and two on Sept. 16 for Switzerland and for the Tischman Realty and Construction Co.

The ad supplements distributed by the Times are produced by Alco Gravure which is not a disinterested party to promotion of the idea, although there is a conflict with its own syndicated supplement, *This Week*.

More than a dozen major gravure printing concerns are all similarly interested. Standard Gravure Corp. of the *Louisville* (Ky.) *Courier* and *Journal*, has issued a promotion booklet on the subject and produces many supplements, mostly for local advertisers ordered by single newspapers. Galt Merrill, sales manager, said Standard plans to continue to promote the medium persistently.

Parade Supplements

Parade Publications, Inc., publisher of the syndicated supplement *Parade*, is also listed by Printing Magazine as a gravure printer. Warren Reynolds, associate publisher of Parade, said

(*Continued on page* 18)

ADVERTISING NEWS E&P SECTION

167 Gravure Ad Supplements Distributed in First Six Months of '62

A total of 167 gravure advertising supplements were distributed by newspapers during the first six months of 1962, according to an analysis by Media Records made for the Standard Gravure Corp., Louisville, Ky.

Eleven of the total appeared in more than one newspaper, and three of the 11 were in two newspapers in the same city. Eight were national advertisers.

Biggest list of newspapers used by the eight was the 70 papers bought by Campbell-Mithun, Inc., for Pillsbury Co., and associated advertisers to carry recipes from the annual bake-off.

Dates and Papers

Other tailored advertising supplements, with dates and newspapers, were:

"You and Your Interior Designer," bought by the American Institute of Designers and distributed Jan. 7 with the *New York Times*, *Chicago Tribune*, and *Los Angeles Times*.

Standard Reference Works Publishing Co., placed by Leonard Advertising Agency, New York, Feb. 4 in *Louisville* (Ky.) *Courier-Journal*, *Indianapolis Star*, *Columbus Dispatch*, *Cincinnati Enquirer*. Leonard Dal Negro, account executive, at the agency, said that this eight-page ad supplement, carrying a total of 6,800 lines of advertising, plugged the Funk and Wagnals encyclopedia and the Standard Treasury of Learning, in a special promotion to stimulate traffic in supermarkets. This same publisher has had ad supplements distributed in about 100 newspapers with "great success" over the past five years.

All-Year-Club of Southern California, Feb. 4, Indianapolis Star, Cincinnati Enquirer, *St. Louis Post-Dispatch*.

SAS Section

Scandinavian Airlines System, ran a section March 11 and 18, in the New York Times, *New York Herald Tribune*, *Los* Angeles Times, *Houston Chronicle*, Chicago Tribune, *Boston Globe*, *Philadelphia Inquirer*, *San Francisco Chronicle*, and the *Toronto Globe and Mail*.

Sears Roebuck & Co., placed a supplement March 4 in the *Baltimore Sun*, Chicago Tribune, St. Louis Globe-Democrat, *Seattle Times*, *Washington Post*, *Boston Herald*.

Seattle World's Fair, ran a section March 24 in the *Seattle Times*, *Denver Post*, and Los Angeles Times.

New Seabury on Cape Cod, a real estate development, featured a section Jan. 3, in the New York Times, Providence Journal, and on April 29 in Boston Herald.

The four that used two newspapers in the same city were The Fair, department store in the *Chicago Tribune*, Jan. 14, and *Chicago's American*, Jan. 21; City of Chicago's Annual Report (40 pages) *Chicago Daily News* and *Sun Times*, March 18; Wieboldt's, department store, Chicago's American and Chicago Tribune, April 29; The Fair, Chicago's American, May 20, Chicago Tribune, May 13.

For the six months, and counting both national and local ad supplements, the top five newspapers, based on the number of supplements distributed, were the Chicago Tribune, 24; St. Louis Post-Dispatch, 21; New York Times, 16; Boston Herald, 11; and Boston Globe, 10.

AD-lines

By Robert B. McIntyre

Kremlin Copy

Would you accept Russian propaganda as a paid ad in your newspaper? Think about it.

* * *

The *Ottawa* (Ont.) *Journal* of July 17 carried a three-page ad placed by Russian Embassy authorities to promote Premier Khrushchev's speech to the World Peace Congress in Moscow and was chewed out by some critics for selling-out to the Russians for money.

I. Norman Smith, associate editor of the Journal, on July 18 wrote an excellent defense of his paper's acceptance of the ad. His article contained some interesting thinking.

* * *

"We are not at war with Russia in the shooting sense. The engagement we are in with the Russians is a war of ideas," Mr. Smith wrote.

"Critics of the Journal's accepting the ad might say that is all the more reason a Canadian newspaper should not present the Russian ideas.

"The Journal's editors take the opposite view. They feel that if our democratic system and its people are so weak that they cannot be exposed to opposing ideas then it is time both need shaking up," Mr. Smith wrote, adding that "Nothing will shake them up so well as a greater awareness of the intensity and cleverness and nearness of the Russian propaganda campaign."

We couldn't agree more.

* * *

"It's a cinch," Mr. Smith went on, "the Russian newspapers wouldn't run an ad bearing the text of President Kennedy or Mr. Diefenbaker. So some may ask—'why should we?' . . .

"Are we after all this time, after this long march, to stop our ears and close our eyes to the other fellow's point of view?

". . . The Journal's editors believe the man in the street will not be misled by Khrushchev's ad.

"We believe that Khrushchev's ad may make the man in the street think more deeply about the complicated and dangerous decisions to be made by Western leaders these days.

"Finally," Mr. Smith concluded, "our hunch is that the Kremlin would have been happier if the Journal had refused to print the ad."

* * *

What would you have done?

Ad Supplement

(*Continued from page* 17)

it would produce ad supplements to be distributed in the newspapers that distribute Parade, but emphasized the advantages for advertisers of being next to editorial matter.

Other than to confirm he was active in the field, and intended to remain in it, Mr. Moloney said he preferred not to talk until he had his first ad supplement sold.

2 'Hot' Prospects

Custom Supplements was incorporated in May, after a year of preliminary survey work by Mr. Bienbeck. Promotion material has now been prepared and is being circulated to prospects. Mr. Bienbeck said he had two hot prospects, one tentatively set for distribution with a list of newspapers during Christmas week, and the other a possibility for May.

The promotion material is on the theme that "newspaper magazine inserts offer a singular solution to the problem of rising media costs and for the need for more exact penetration."

"CSI can now pre-print a custom rotogravure insert (eight to 24 pages or more) and distribute it via newspapers in any combination of markets (8,000,000 to 20,000,000 circulation) providing greater impact with more precise coverage-distribution match than is obtainable with a like expenditure in any other major media," the promotion line claims.

Package Deal

Mr. Bienbeck works with agencies and advertisers to set up a package, "to develop a supplement concept and carry it through final mechanicals, ready for printing." He points out that such costs cannot be estimated in advance. The printing charges, incorporated with newspaper distribution charges, are subject to the standard 15% and 2% agency commission.

Custom Supplements will invoice newspaper magazine insert printing and distribution charges in a one package quotation.

Mr. Bienbeck has prepared sample packages of newspapers in 10, 20 and 50 cities, with costs he claims are lower per page per thousand than the published rates of This Week and Parade.

Newspapers in 10 cities with an aggregate circulation of 8,239,206, for instance, will distribute 16-page ad supplements at a total cost, including printing, of $2.30 per m per page. This compares with $3.43 per m per page for This Week, and $3.46 per m per page for Parade.

$307,092 Cost

Total cost for this particular "package" is given by Mr. Bienbeck as $307,092, including implementation and the agency's 15% plus 2%. It would run 16 pages of 850 lines each (10¾" by 13¼"). The 10 newspapers are the New York Times, *Los Angeles Times, Chicago Tribune, Philadelphia Inquirer, Detroit News, San Francisco Examiner, Boston Globe, Pittsburgh Press, Cleveland Plain Dealer* and the *St. Louis Post-Dispatch.*

To get 20 cities, the following newspapers are added to this group of 10; *Washington Post, Baltimore Sun, Milwaukee Journal, Houston Chronicle, Dallas News, Atlanta Jouurnal-Constitution, Miami Herald, Indianapolis Star, Louisville Courier-Journal,* and *Hartford Courant.* Then the aggregate circulation becomes 11,751,636, and the total cost $446,965. This breaks down to a cost per thousand of $38.03 or a cost per page (16 pages) of $2.38 per m.

Newspapers in 50 cities would provide circulation of 18,006,811. The package, according to Mr. Bienbeck's figures, would cost $808,427, or $44.90 per thousand, or $2.80 per page per m.

The enigma has been why national advertisers have not made more use than they have of this medium. One reason given by advertising media directors has been the lack of a central source to handle the details. It is, of course, this lack that the new organizations hope to overcome.

Rate Disparity

Another has been the wide disparity of rates charged by newspapers for distributing the multi-page supplements. Rates are published in Standard Rate & Data, but agencies generally try to negotiate with the publishers when they are planning a multi-page ad supplement.

When Young & Rubicam prepared a 16-page supplement for its then client American Airlines to be distributed with 10 newspapers Feb. 19, 1961, the range in rates charged by newspapers was from $9.48 to $30.22 per thousand. About 7,000,000 copies were printed. Cost of printing approximated $150,000, and the cost for "stuffing" paid to newspapers was $105,000. Because of the expense American Airlines did not carry out its complete plan for this supplement.

On the other hand, Scandinavian Airlines System, has used the medium three times through J. M. Mathes, Inc. Edward Hoffman, account supervisor, dreamed up the idea and George Herz, then advertising manager of SAS described it as "excellent."

'Collateral Piece'

"In addition to the strong promotion through newspapers, it provided us with an excellent collateral piece for mailing and distribution through travel agencies," Mr. Herz said.

Used twice in 1961, the 16-page supplement, of which eight pages were in full color, was recently repeated. The first two times it was distributed by five newspapers in four markets. This year the number of newspapers was increased to eight. They were the New York Times, *New York Herald Tribune, Boston Globe, Philadelphia Inquirer,* Chicago Tribune, *Toronto* (Ont.) *Globe* and *Mail, San Francisco Chronicle,* Los Angeles Times, and *Houston Chronicle.*

Charles J. Cole, Mathes account executive, put the cost at 3 to 3½c per copy for printing and distribution through newspapers to about 6,000,000 readers. Alco Gravure did the printing at a cost of about $15 a thousand.

W. E. "Pete" Matthews, formerly in charge of media for Y&R, now retired, has expressed his belief that there is a "considerable future" in this particular form of advertising. He told E&P that he did not think the use American Airlines made of it was "uneconomical," but that even though all the newspapers planned were not used, the supplement had "tremendous promotional effect."

"The big future for these ad supplements would be for multiple display of collateral products," Mr. Matthews said. As an example, he suggested outdoor cooking, or general meal planning for housewives.

"A chief usefulness for these ad supplements would be for ideas like these followed through by some organization set up for the purpose," Mr. Matthews said. "The organization would initiate the ideas; get the different advertisers to agree on markets to be covered; handle the lay-out; order the printing; arrange the distribution through newspapers; and submit the bill to the agencies involved."

Campbell-Mithun Inc. has done just this for the Pillsbury Company, starting in 1960, when its ad supplements were

(*Continued on page* 28)

Copley Productions—
Looking at
Newspaper Operations
Thru Your Eyes
Copley Productions, the motion picture unit of the Copley Newspapers, knows the problems, techniques and human factors involved in getting out newspapers. Films such as these capture newspapers in action: "City Room" • "Classified: America's Market Place" • "From Type To Paper" • "ROP Color" • "Tribune Deadline" • "What Greater Challenge" • All prints are 16mm color, sound-on-film. Direct inquiries to your nearest Copley Productions office.
Copley Productions
A DIVISION OF THE COPLEY NEWSPAPERS
7776 IVANHOE • LA JOLLA, CALIFORNIA
434 DOWNER PLACE • AURORA, ILLINOIS

The Philadelphia Inquirer

announces

EXPOSURE/RATINGS

a practical, new system for the measurement of newspaper advertising readership

The Philadelphia Inquirer's EXPOSURE/RATINGS is an advanced, fully-developed system for measuring readership of newspaper advertising and relationship between advertising readership and buying intentions. It is designed to provide greater assurance that a reader's report of exposure to an advertisement is a reliable report.

The EXPOSURE/RATINGS measurement technique is based on a simple fact. If a person's separately given statements about the readership of the same advertisement are to be considered true, they should agree.

Therefore, in the EXPOSURE/RATINGS system, the respondent is given two separate opportunities to report exposure. The respondent is asked first to state whether he saw or did not see the advertisement. Later in the interview, at a time sufficiently removed from the initial question to minimize recall of his first reply, the respondent is asked to state how much of the advertisement he read.

In effect, the respondent is permitted to reinforce or contradict his answer to the original "see" question by his answer to the "read" question. A comparison between the two replies is used to establish verified readership, questionable readership or non-readership for the individual advertisement.

At another point in the interview, the respondent is asked about his disposition to buy the advertised products or services. Persons who indicate they plan to buy or might buy are classified as prospects. Those who are uncertain, doubtful or negative are non-prospects.

EXPOSURE/RATINGS studies will report the following measures for each advertisement which meets size requirements:

1. TOTAL READERSHIP: The percentage of the total sample who in the separate tests for "see" and "read" gave affirmative and consistent statements. This percentage will be termed *verified readership*. Scores will be given for men and for women.

2. DETAILED READERSHIP: A breakdown of the total verified readership score into percentages of the total sample who "saw and read" and who "saw only." Scores will be given for men and for women.

3. QUESTIONABLE READERSHIP: A percentage of the total sample who in going through the two separate "see" and "read" tests contradicted themselves by giving both a positive and negative reply on exposure to the same advertisement. Questionable readership will be reported separately. It will not be included in verified readership. Scores will be given for men and for women.

4. PROSPECT STATUS (two statements will be given):

   a. Number and percentage of men and women in the total sample who indicate a disposition to buy the advertised product or service.

   b. Number and percentage of men and women among verified readers who indicate a disposition to buy.

The EXPOSURE/RATINGS system is the culmination of The Philadelphia Inquirer Research Department's recognition of the need for a more sophisticated measure of advertising readership and its subsequent commissioning of Research, Inc. of Ohio, an affiliate of Scripps-Howard Newspapers, to design and develop such a system.

A board of academic consultants engaged by The Inquirer monitored and contributed to the developmental work. The program included four months of planning, four months of laboratory work and six months of field testing in Cincinnati and Philadelphia.

Principals in the design and development for Research, Inc. of Ohio were:

Dr. John Scott Davenport, Director of Research, Research, Inc. of Ohio

Dr. Edwin B. Parker, Assistant Research Professor, Institute of Communications Research, University of Illinois

Stewart A. Smith, M.A., Chief of Experimental Research, Research, Inc. of Ohio

The consulting board reporting to The Inquirer included:

Dr. Paul J. Deutschmann, Director, Communications Research Center, Michigan State University (presently on leave and serving as director of the Inter-American Communications Research Project)

Dr. Wayne A. Danielson, Associate Professor, School of Journalism, University of North Carolina

Dr. Eugene Webb, Medill School of Journalism, Northwestern University

EXPOSURE/RATINGS will be operated by Behavior Systems, Philadelphia, an adjunct organization of the University of Pennsylvania. Data will be processed at The Computer Center of the University of Pennsylvania, using a Remington Rand Solid State 80 computer.

Dr. Danielson has been retained by The Inquirer as its academic monitor.

The following schedule for EXPOSURE/RATINGS studies of advertising in The Inquirer during the balance of 1962 has been established:

Thursday, August 23*	Thursday, October 25*
Thursday, September 20*	Thursday, November 15*
Wednesday, October 17	Friday, November 30
Thursday, December 13*	

*The Inquirer's Weekend Food Guide appears on Thursdays.

There will be no charge either to advertiser or advertising agency for EXPOSURE/RATINGS measurements. All national advertisements 140 lines and larger and retail advertisements one-half page and larger will be measured. Reports of all studies will be issued within two weeks after each study date.

By special arrangement, additional analyses can be provided to advertisers. Data gathered in all interviews will include economic and social attributes of the reader.

As data are acquired through EXPOSURE/RATINGS studies, The Inquirer's Research Department will publish analyses as contributions to additional understanding and knowledge in the field of newspaper advertising effectiveness.

The Inquirer's Research Department will welcome inquiries about details of the EXPOSURE/RATINGS system and is prepared to furnish the opportunity for full inspection and discussion of its methods.

The Inquirer's advertising representatives listed below may be consulted by advertising agencies and advertisers for information on advertising placement and report issuance.

The Philadelphia Inquirer

PHILADELPHIA	CHARLES E. SCHAUB, 400 N. Broad Street, Locust 3-1600
NEW YORK	ROBERT T. DEVLIN, JR., 320 Park Avenue, Plaza 2-3120
CHICAGO	EDWARD J. LYNCH, 20 N. Wacker Drive, Andover 3-6270
DETROIT	RICHARD I. KRUG, Penobscot Building, Woodward 5-7260
SAN FRANCISCO	FITZPATRICK ASSOCIATES, 155 Montgomery Street, Garfield 1-7946
LOS ANGELES	FITZPATRICK ASSOCIATES, 3460 Wilshire Boulevard, Dunkirk 5-3557
MIAMI	STORY, BROOKS & FINLEY, INC., 121 S.E. First Street, Franklin 3-0015

The Inquirer will make the EXPOSURE/RATINGS system available to other newspapers, by individual arrangement. Inquiries for full details should be directed to the Research Department, The Philadelphia Inquirer, Philadelphia 1, Pa.

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OTHER PEOPLE'S DEADLINES

The hardest kind to meet. In our pressrooms, all deadlines are different. We print weekly tabloids, fortnightly journals, monthly magazines, quarterly reviews and catalogs geared to Spring sales, Fall fashions and white Christmases.

Making all the deadlines set in Washington by

NATIONAL PUBLISHING COMPANY

takes a versatile service staff to aid our customers. That's what we have.*

We think newsprint with one editor, talk ROP 4-color with the next. Switch from web offset to web letterpress. And put wings on bulk mail. Having flexible modern equipment helps.

Summing up NPC's service to publishers, we would call it mind over (printed) matter.

*At 301 N Street Northeast, Washington 2, D.C. Telephone: Area code 202 DEcatur 2-4014

AD AGENCIES:

Grey Takes Realistic View of Co-op Fracas

While there can be no pat solution to the cooperative advertising problem as raised by the Federal Trade Commission's investigation of "disproportionate allowances" by various manufacturers (E&P, June 30, page 16), Grey Advertising Agency, Inc., New York, uses the August issue of its monthly newsletter *Grey Matter* to view co-op advertising "dispassionately" and to present 10 conclusions.

The conclusions, arrived at by an agency which in its 45 years has been involved in many of its clients' decisions about co-op follow:

Not a Subsidy

"1) We urge that manufacturers, retailers, the FTC, and other government agencies involved should view cooperative advertising allowances *not* as a subsidy, but as mutually useful maker-seller cooperation in furthering the sales of merchandise.

"2) Properly used, cooperative promotion can be a valuable marketing tool for many companies. Its weaknesses stem not so much from its *use* as from its *abuse*.

"3) Advertising allowances can be and should be *quid pro quo* cooperation *on the table* and not under it.

"4) Retailers should tell suppliers outright that they are *not* offering net retail rates in media, but that the rates include production costs, share of overall unallocated space, the store signature and other charges.

"5) As businessmen, retailers should realize the danger to them and to the manufacturers of *connivance* and *undue pressure* for preferential allowances.

"6) Definite agreement and *proof of performance* by retailer to earn cooperative funds should be part of every arrangement.

"7) As both ends of the marketing chain advance their thinking of the cooperative promotion medium as an *open buyer-seller arrangement*, much of the FTC's heat will subside.

"8) If, after thorough analysis, the manufacturer wants to promote through the retailer, he should not think of it as a subsidy, but as a purchase of the retailer's promotional facilities.

"9) It's a mistake for the retailer to sacrifice his birthright for a mess of pottage. Selling of advertising is *not* his business. Cooperative advertising is an accessory to help to sell *more* of the worthy products he would buy even if there were no advertising money involved.

"10) The more the retailer accepts subsidies for advertising and promotional space, the more he is giving away control of his store. He becomes not a purchasing agent for the consumer, but a broker of space and time. Eventually, these considerations affect his merchandising judgment."

'Probable Effects'

Among other things, Grey Advertising notes that it is concerned with "probable effects" of FTC charges on the promotional relationship between advertiser and dealer. "If this principle becomes accepted as precedent for future FTC actions, it will have serious effects on all promotional cooperation between manufacturers and distributors," the agency emphasizes in its newsletter, adding three key thoughts:

"1) If defining the minimum resale price at which merchandise can be sold under a cooperative agreement is in restraint of trade, the principle could be extended to any limitation made by a manufacturer on *how* cooperative money should be spent.

"2) This could mean that manufacturers' cooperation in eliminating out-of-stock conditions, payment for preferred shelf space, specifying the location of feature displays, limiting the type of media used, can all be *restraint of trade*.

"3) This action by the FTC could also seriously affect the trading stamp battle which seems to be looming in the advertising allowance war."

Trading Stamps

Grey Matter also goes into the possible effect of the FTC investigation of co-op advertising on trading stamps, and raises the question, How would the FTC react to the use of trading stamps in co-op promotion?

"If a manufacturer of appliances contributes 50% of the cost to a dealer's offering double trading stamps 'X', in promoting a brand, he would have to make this offer available to another dealer who handles stamp 'Y'," the agency points out.

"But stamp 'X' may have a greater redemption value than stamp 'Y'. Would such a deal be construed as violation of the 'equal terms' law? What would the manufacturer have to do for stores which have no trading stamps? Would the FTC construe the use of trading stamps as a promotional stimulant by manufacturers in cooperation with retailers as 'restraint of trade'?" Grey Advertising concludes.

* * *

AGENCY ROUNDUP

• Fuller & Smith & Ross, Inc., this week picked up two new accounts: Lestoil Products, Inc., worth $4,000,000, and Hires Root Beer, billing about $1,000,000.

* * *

• Peoples Gas Light and Coke Co., Chicago, and Needham, Louis and Brorby, Inc., will terminate their relationship.

* * *

• Carl Ally, Inc., has been named by Volvo Distributing, Inc., to handle its advertising.

•

Senators Kill Change On Deducting Ad Cost

WASHINGTON

The Senate Finance Committee, by a 7-5 vote, has rejected advertising industry efforts to legalize deductibility of advertising devoted to political and legislative problems (E&P, July 21, page 17).

Sen. Vance Hartke (D., Ind.), who sought the right to deduct such advertising, indicated the 7-5 vote will not be accepted as final and expects to push for another vote before the committee completes its work on the bill.

Sen. Hartke's effort failed because the sponsor was the only Democrat to support it. Chairman Harry F. Byrd (D., Va.) abstained because he owns two newspapers.

PHOTON

SERIES 540

Perforates and processes standard eight-level paper tape.

Wilmington, Mass.

What makes us jump?

***WE** HAVE THE **HIGHEST AVERAGE FAMILY INCOME IN THE NATION** –*

BUT –

*THAT'S **NOT** WHAT MAKES US JUMP FOR JOY –*

WE'RE EXCITED ABOUT OUR WESTCHESTER-ROCKLAND *FAMILIES* --- 288,900 OF THEM!

With the highest average income per household in the whole United States, these people earned THREE BILLION, THREE HUNDRED MILLION DOLLARS in 1961. (The exact Sales Management figure is $3,301,805,000) They are wonderful people, the products of whose creative and productive genius serve and defend thousands of millions of people everywhere in the free world; – they are **fine** Westchester-Rockland citizens, **among** the **finest** of all Americans.

BUT –

*EVEN THAT'S **NOT** WHAT MAKES **US** JUMP FOR JOY!*

WHAT THRILLS **US** is the fact that **Hundreds** of **ADVERTISERS,** big and small, each year Have Found that By Far The **Best Way** to **Sell** goods and services in this great, fabulously rich market is through these **local** hometown WESTCHESTER-ROCKLAND GROUP NEWSPAPERS (10 Strong, Hard-Hitting Dailies, 2 Great Weeklies)

More than 80 per cent home-delivered

Westchester-Rockland Group

Westchester

HERALD STATESMAN, YONKERS
DAILY ARGUS, MT. VERNON
DAILY NEWS, TARRYTOWN
DAILY TIMES, MAMARONECK
CITIZEN REGISTER, OSSINING
DAILY ITEM, PORT CHESTER
STANDARD-STAR, NEW ROCHELLE
REPORTER DISPATCH, WHITE PLAINS
EVENING STAR, PEEKSKILL AFFILIATED

Rockland

JOURNAL-NEWS, NYACK

8 CHURCH STREET WHITE PLAINS, N.Y.
REPRESENTED NATIONALLY BY THE KELLY-SMITH CO.

Source: Sales Management 1962 Survey of Buying Power. A.B.C. net paid circulation March 31, 1962.

RETAIL SURVEY:

Dodge Dealers Form Third Retail Group

Forty-five days from now a newly formed retail selling association of Riverside and San Bernardino County Dodge Automobiles & Truck Dealers will kick off an advertising campaign to be prepared by Cole Fischer Rogow, Inc., newly appointed ad agency for the retail group.

This now makes three retail selling associations (Los Angeles and San Diego are the other two), guided by Account Supervisor John Cody and Account Executive Joseph Denker at the agency's Beverly Hills, Calif., office.

Though benefiting from some combined production buys, each group will have individualized programs tailored to the needs of their market, according to Mr. Cody. "Some benefit accrues to both our San Diego and our Orange Empire groups from heavy Los Angeles Dodge dealer advertising, but we recognize that the same advertising approach in Los Angeles will not necessarily sell product in these other markets," he said.

Mr. Cody noted that an unusual aspect of all three retail associations is the fact they are a truck as well as a car association.

The agency's successful "Dodge Truck that Thinks It's a . . ." series of print ads was said to have contributed to the desire of the dealers to continue advertising trucks even though cars still make up a substantial portion of their sales.

* * *

'TIREWISE' DEBUTS

Tips on using newspaper advertising to best advantage will be included in a monthly newsletter being offered retail dealers by U.S. Rubber Co. to help them sell more tires in a highly competitive market.

Called "Tirewise," the new publication is aimed at the primary outlets for new tire sales to car owners — service stations, car dealers, garage and repair shops. Editorial material includes tips on tires, stories on merchandising, history, anecdotes and cartoons. In the first issue, for example, the subject of trading stamps was discussed.

Editor of "Tirewise" is Robert L. Jordan, U.S. Rubber Co., New York.

* * *

'FREE-TIME' KITS

LEWISTON, Idaho

Dealer newspaper advertising mats form a key part of comprehensive merchandising kits being offered free of charge by Potlatch Forests, Inc., as part of a campaign to push "Free-Time" vacation or second homes.

With outdoors background, the ads (via Pacific National Advertising Agency, Portland, Ore.) range in size from 112 lines on two columns up to 140 lines on three columns, and show several pre-cut cabin models introduced this year. Each newspaper ad carries a coupon offering a full-color plan booklet for 50c.

The booklet illustrates 27 new homes designed by Home Building Plan Service of Portland using Potlatch materials.

Within three weeks of launching the national ad campaign in consumer magazines and building lumber trade publications, an initial printing of 5,000 dealer merchandising kits were exhausted.

In addition to the newspaper mats, the merchandising kit also includes a plan book counter display merchandiser, store banners, mailing pieces, financing applications and reprints of the national ads.

* * *

STORE USES COLOR

HAMMOND, La.

The *Hammond Daily Star* for July 18 published an eight-page section for Rosenblum Department Store here.

The section carried 9,408 lines of ROP spot color. Additional copies of the section were printed for distribution in the *Hammond Vindicator*, local weekly newspaper.

According to Robert J. Mathes, Daily Star general manager, the section marked the largest amount of ROP color used by a single local advertiser in the offset daily.

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Daily Names Mathews

The Julius Mathews Special Agency, Inc., has been appointed national advertising representative of the *Binghamton* (N. Y.) *Sun-Bulletin*.

BEST SECTION WINNERS—Los Angeles Times advertising executives admire plaques they received from California Newspaper Advertising Executives Association for "Best Retail Section" and "Best Special Section." Shown (left to right): Fenton Palmer, manager, suburban display; Vance Stickell, display advertising manager; and Ed Nancrede, manager, general advertising. "Prestige Motor Cars" tabloid section and standard-size sections on "Bride's Books" brought top honors to the Times.

Packers Wary Of Promotion Fund Changes

CHICAGO

Opposition of livestock and meat organizations has been immediate and intense to the proposed amendment to the Packers and Stockyards regulations of the U.S. Department of Agriculture dealing with methods of collecting funds for meat promotion programs.

The proposed action is being protested on the grounds that it could weaken the effectiveness of the livestock and meat industry's meat promotion program as carried out through its service organization, the National Live Stock and Meat Board.

The proposed amendment requires written authorization for all deductions for meat promotion purposes made on marketed livestock; prohibits marketing agencies, packers or dealers from making deductions for one promotional group unless they are willing to deduct for other promotional agencies also; and requires the filing with the Packers and Stockyards Division of quarterly reports by all firms making such deductions. The reports would include the names of all organizations for which deductions were made, total amounts withheld and the verification of written authorization.

•

Claymore Joins HAS

SAN FRANCISCO

James Claymore has left Moloney, Regan & Schmitt, Inc., to joint Hearst Advertising Service's office here.

BIG INDUSTRY
BIG FARMING
in Quad-City area

300 industrial concerns including Deere, IH, Alcoa, Oscar Mayer, The Arsenal employ 107,000 people.

•

Henry County Illinois is first in hog raising in U.S. and third in cattle inventory in Illinois.

ROCK ISLAND ARGUS and MOLINE DISPATCH
REPRESENTED BY ALLEN KLAPP CO

Save money on your permanent files . . .

FILE BINDING

MICROFILMING

Write for prices to the only plant in the U. S. offering both services.

The FORMAN Co.
MONMOUTH, ILLINOIS

Time is money...

... every minute you save in the mechanical production of your newspaper adds up to a substantial economy. Wood Flongs research and development provide time and money saving products.

Wood Super Flongs provide a time saving factor never before possible in the stereotype department. Accurate printing plates provide further economies and improve printing.

Take advantage of Wood Super Flongs ... the first successful one-piece, no-pack mat ... recognized throughout the world.

AT WOOD FLONG ... SERVICE ... RESEARCH ... DEVELOPMENT

ONE-PIECE SUPER FLONG *NO-PACK MAT*
A NEW ERA IN STEREOTYPING

WOOD FLONG CORPORATION

HOOSICK FALLS, NEW YORK

NEW YORK OFFICE: 551 FIFTH AVE.; PHONE: MU 7-2950

SERVING THE GRAPHIC ARTS INDUSTRY EXCLUSIVELY SINCE 1911

WOOD FLONG

N.Y.'s Higher-Income Families Buying Cars

New car sales in the New York market—still No. 1 in the nation, California notwithstanding—are becoming more concentrated than ever in the middle and upper income brackets, according to the *New York World-Telegram & Sun's* third annual study released this week.

Conducted by the Survey Research Center of the University of Michigan and Bennett-Chaikin, Inc., the daily's study, "Total Focus on the Entire New York Market," was unveiled simultaneously in Detroit and New York.

Highlights

Highlights of the study show:

- In the latest full model year, 1960-61, a hulking 69% of all the market's new car buyers were in the $7,500-and-over income class. In the previous model year, their dominance was 65%.
- In number of new cars bought, the upper-income concentration is more dramatic still: the 38% of New York area families in the $7,500-and-up class buy 83% of all new cars sold.
- Though its concentration of buying at upper-income levels is unique (the New York metro area has 2,000,000 non-car-owning, non-car-buying families), New York remains the world's No. 1 automobile market: 3,871,000 cars registered, 439,000 new cars bought in the model year ending last autumn.

'Firsts' Claimed

The new presentation claims several "firsts."

It's the first comprehensive study of newspaper reading, newspaper advertising costs and new car buying to encompass suburban as well as metropolitan newspapers, according to Jacques A. Caldwell, manager, general advertising, of the newspaper who also said it's the "first such study to embrace a full model year of new car buying." Both of the previous World-Telegram & Sun studies, as well as many other studies, have been based on portions of the model year.

The three consecutive studies have sampled the New York market with a total of 11,137 questionnaires to known new car buyers and a combined tabulated response of 8,091 (or more than 73%).

"New York is different! New York is a paradox!" the presentation proclaims, contrasting the metropolis with other major markets.

In the 11 next biggest metro areas, the University of Michigan survey data show, under-$7,500 families manage to buy 35% of the new cars, while in New York they buy only 17%. In the year prior to the interviews, one in 14 of the lower-bracket families bought a new car in the other markets; in New York only one in 50 bought a new car.

Conclusion

The World-Telegram's conclusion: the basic automotive target in New York is the over-$7,500 families—the top 38% of the families in terms of income—who buy 83% of all new cars sold in the market.

Acknowledging that "economically pin-pointing new car buyers" is the automobile industry's "No. 1 marketing problem in New York," the study uses the annual Bennett-Chaikin survey data to show the varying concentrations of buying—by price-class of car (compacts, low-, medium-, high-priced)—in the over $7,500 class of families. Similar data show the concentration of new car buying among multiple-car families and among "frequent" new-car-buying families.

The study then offers data on newspaper reading, cost per 10,000 circulation and cost of 1,000-line ads per 10,000 new car buyers reached—for the New York metropolitan newspapers and for all suburban newspapers reaching five percent or more of new car buyers in the 17-county New York market.

Each computation covers not only all new car buyers combined, but also buyers of compacts and of low-, medium- and high-priced cars separately, together with new car buyers among multi-car families and the "frequent" (every three years or oftener) buying families.

•

Media Managers Named

Joseph W. Daly and Samuel Novenstern have been appointed associate media managers by Lever Brothers Co. Mr. Daly joined Lever in 1952 as a media buyer. Mr. Novenstern formerly was media director of North Advertising's New York office.

MARKED RESEMBLANCE—Jim Downing (second from left), aviation editor, Tulsa (Okla.) Tribune, bore striking resemblance to a model used in an American Airlines "repeat business" ad that ran in newspapers and magazines. AA officials in Tulsa noticed resemblance and presented Mr. Downing with his own special ad—with his face superimposed over that of model in actual ad. Shown (left to right): Richard L. Jones Jr., president, Newspaper Printing Corp.; Mr. Downing; F. G. Malbeuf, AA's district sales manager, who holds original ad; and Jenkin L. Jones, Tribune editor.

WISE ADVICE from ancient Egypt:

Great Pharaoh, cast not thy advertising moneys over the land in random propaganda. Rather, find a thriving market-place where merchants back thy efforts, camel-trains come regularly, and one daily papyrus is read by all* who buy there! Thus will thy fame grow, and thy profits pyramid.

Moral: Test best in PENNSYLVANIA in the

*3 out of 4 Blair County homes, 98% of Altoona City Zone

Altoona Mirror

Altoona Pennsylvania's Only Daily Newspaper

Richard E. Beeler, Adv. Mgr.

PHOTON

For Keyboard Operation

Sets copy directly onto film or photographic paper at full keyboard speed.

Wilmington, Mass.

WHO DOES THE DIRTY WORK NOW? COLORMATIC PATENTED INK PUMPS!

No wonder it's called the COLORMATIC!* To change color, the ink is flushed clean by merely attaching interchangeable container filled with solvent. Normal ink circulating system flushes out line, returns dirty solvent to portable container. No messy time-consuming hand clean-up. Other unique advantages of Hoe's patented ink pump feed system are: (1) Conversion from black to color in seconds (2) Continuous ink circulation for uniform coverage without color variation (3) Elimination of portable ink pumps or fountains (4) Individual column touch control to regulate inking. An advanced ink distribution system is one of many features which make the Colormatic an outstanding example of the planned simplicity practiced by Hoe in the design of fine printing presses. This is one way Hoe builds a bit of tomorrow into today's equipment. R. Hoe & Co., Inc., 910 E. 138th St., New York 54, N. Y.

HOE

*TRADEMARK

AD CAMPAIGNS:

Kellogg of Canada Trying ROP Color

MONTREAL

The Kellogg Co. of Canada, Ltd., which during the past several years has spent majority of its advertising budget in television, is swinging into four Ontario daily newspapers with a 13-week ROP color campaign (via Leo Burnett of Canada Ltd.).

Kellogg's has bought 30 pages with spot color in the *Toronto* (Ont.) *Globe & Mail,* and a smaller schedule in the *Ottawa Citizen, Hamilton* (Ont.) *Spectator,* and the *London* (Ont.) *Free Press.*

L. E. Rochester, vicepresident of Kellogg's, said, "We feel that an intensive campaign using daily newspapers will add greatly to the number of times our name will register with the public." There will be no cutback in the company's use of television, said Mr. Rochester.

* * *

SEALY SALE SET

Large-scale newspaper and magazine advertising efforts (via Earle Ludgin & Co.) are being used by the Sealy national bedding company to support its national Golden summer bedding sale.

"The Golden Sleep advertising campaign, covering all sections of the country, is one of our largest in recent years," said Gerald C. Shappell, Sealy advertising director.

A continuing local newspaper ad drive in markets surrounding the 28 Sealy manufacturing plant cities will be carried out, he said.

National consumer magazine ads as well as radio-tv spots will supplement the newspaper campaign.

* * *

PFIZER IN COLOR

Charles Pfizer & Co., Inc., has launched a major newspaper and tv advertising campaign (via William Esty Co.) in six East Central states to back introduction of "Limmits," creme-filled sandwich biscuit for use in weight control.

In addition to 1750-line ROP color ads in 30 newspapers, the campaign includes a total of nine one-minute tv messages a week in 22 major marketing centers.

Ad Supplement

(*Continued from page* 18)

distributed by 53 newspapers. Last year 60 newspapers were used and this year the list grew to 70.

Rates Stabilizing

Harry Johnson, media director of C-M, told E&P that the rates charged by newspapers were beginning to stablize.

"Three years ago most of the newspapers had never done a job like this," he recalled. "Some had to establish a rate for us. Now the rates range from as low as $5 a thousand up to as high as $19 a thousand."

Pillsbury uses the supplement as a means of publishing the recipes of its annual Grand National Bake-Offs. In addition to Pillsbury, sponsors this year included Red Star Yeast and Products Co., Nestle Co., General Electric Co., Pet Milk Co., Diamond Crystal Salt Co., and Land O' Lakes Creameries, Inc.

The Bureau of Advertising, ANPA, had a study made this year of the Pillsbury supplement by Universal Marketing Research. Highlights of the findings showed that 85% of women readers of the newspaper that carried the supplement recalled seeing and/or reading the Bake-Off ad. Over one-third, 36%, of all women interviewed had saved the entire section. An additional 10% had clipped selected recipes for saving. Nine per cent had tried one or more of the recipes. Each page of the supplement was seen by over 90% of the respondents who recalled reading the supplement.

The Bureau of Advertising actively promotes the idea of using newspaper supplements. Probably the most articulate and aggressive promoters of the idea is Mr. McPherrin, the publishers consultant, whose visit to the Postmaster General in 1959 started the ball rolling.

Magazine Concept

A former publisher of *American* magazine, Mr. McPherrin persistently forecasts "a great future for development and use of magazine concepts by newspapers for the good of their readers as well as their advertisers." He classifies the newspaper ad supplements "properly edited" as "one of the several magazine concepts that can create new volume for newspapers in the next few years."

Newspaper ad supplements are big money propositions. They run in the $250,000 to $500,000 class and higher, along with tv spectaculars. Mr. McPherrin dismisses the cost feature by stating:

'Blast-Off Age'

"The age of giantism in business is creating a 'blast-off age' in advertising. It takes a lot of power to blast off any major promotion and get it into orbit. Big business programs cannot gamble on spending too little nor spending too much in weak markets. Small business will get smaller if it doesn't spend enough to be noticed at least once or twice a year.

"This is the business climate that creates a need for a blockbuster like a custom-made magazine section in newspapers."

•

Hooper To Head BoA San Francisco Office

George Hooper has been promoted from account executive in the Chicago office to San Francisco manager of the Bureau of Advertising, ANPA, by Jack Kauffman, executive vicepresident.

Mr. Hooper will assume his duties on Sept. 1, the scheduled date for re-opening of the Bureau's sales office in San Francisco. L. S. Van Sant will continue as head of the Bureau's Los Angeles office and both will report to Frank Kilcheski, sales vicepresident of the Bureau.

A member of the Bureau's Chicago sales staff since 1949, Mr. Hooper has served all major accounts in the Northwest, including the Rocky Mountain area. He is an authority on food advertising, both national and retail. Prior to joining the Bureau, Mr. Hooper served for 12 years with A. C. Nielsen Company in Chicago and New York. Previously he had been in radio.

•

N.Y. Times Appoints Ratliff To Ad Post

Claude F. Ratliff Jr. has been named advertising manager of the *New York Times* Western edition, which will be printed in Los Angeles starting in October. He has been manager of the Times advertising office in Los Angeles since August, 1959.

Mr. Ratliff will be based in Los Angeles where he will report to John B. Olson, Western edition general manager.

Prior to joining the Times, Mr. Ratliff had been associated for four years with Sawyer-Ferguson-Walker Co.

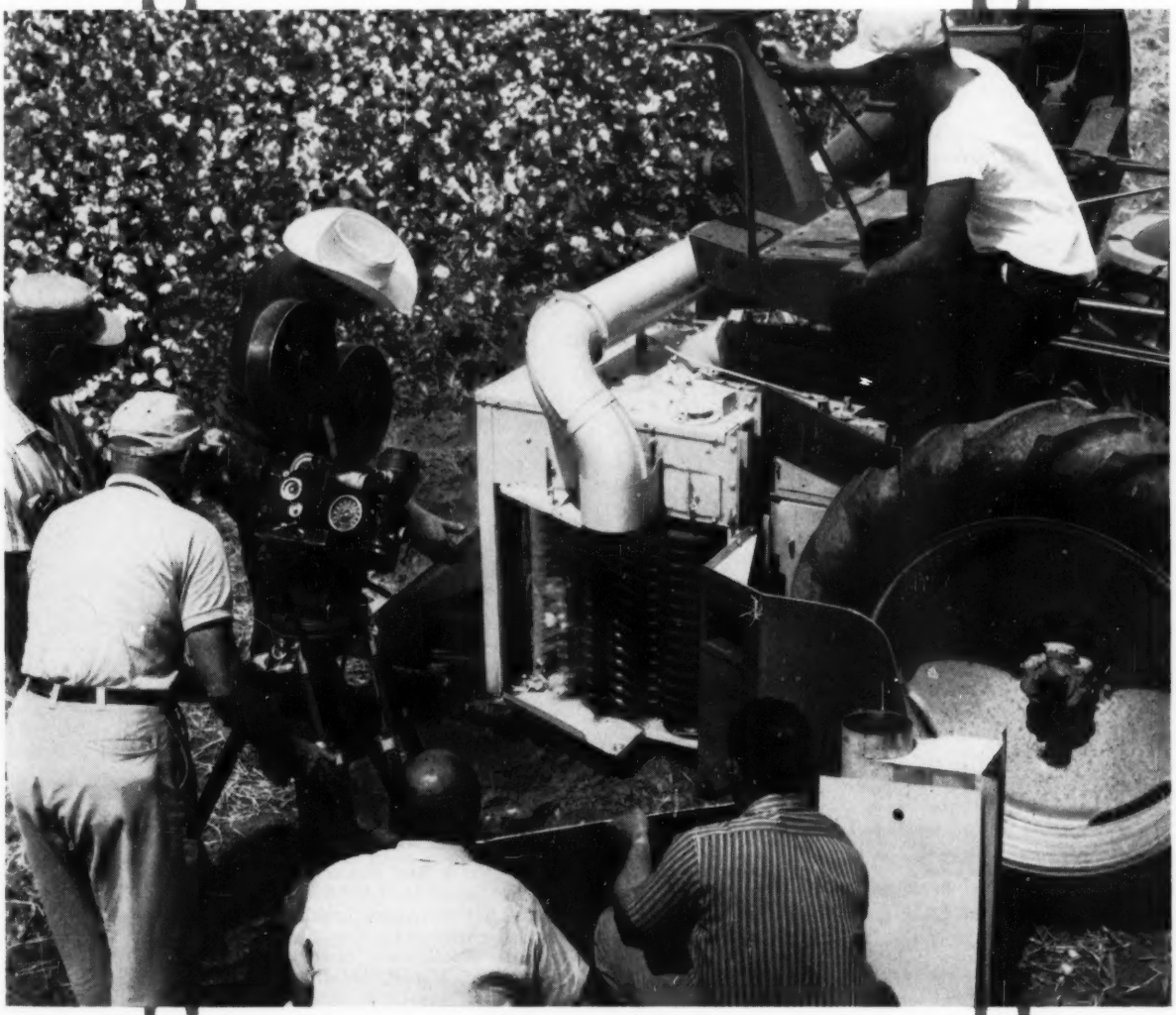
Do the key men see your reps?

...reaches important executives who determine policy in sales and advertising.

published at: NEW YORK, WASHINGTON, D.C., CHICOPEE FALLS, MASS. • CHICAGO, CLEVELAND • DALLAS • SAN FRANCISCO and RIVERSIDE, CALIF.

FARMERS TURN ACTORS

FOR JOHN DEERE FILMS



For 25 years, without benefit of makeup or props, farmers in the United States, Canada, and Latin America have turned actors to take an important part in John Deere educational and promotional films.

Each year, John Deere employs the services of two leading film studios, keeping four or five crews busy on locations all over the hemisphere, recording on film the performance of the Company's tractors and equipment in the field. These films, along with Hollywood-cast entertainment pictures, are shown to over a million farm families annually at programs sponsored by John Deere's more than 4,000 dealers.

DEERE & COMPANY

Manufacturers of John Deere Farm and Industrial Tractors and Equipment

JOHN DEERE

125 YEARS

CLASSIFIED CLINIC

Help Wanted Dips, Promotion Steps Up

By Daniel L. Lionel
Classified Advertising Director, New York Post

Help Wanted, which had been pacing classified's overall gains, 6.2% in the first five months, took a breather in June.

While the B. K. Davis & Bro. ad count showed a 16½% increase over the count in the corresponding June 1961 period, the rate of growth slowed from 28% in May. Losses were experienced in Boston, El Paso, Denver, Johnstown, New York City, Sacramento, Wheeling and Wichita.

Aside from the implications of this decline to the newspaper industry, Gerald Griffin, B. K. Davis' general manager, notes that it marks food for serious thought for the economy. It suggests, he says, that business is following a "wait-and-see" policy until the business outlook clears. At such times, he said employers prefer to step up overtime rather than add to the permanent staff.

Bucking the trend with a well conceived promotion program for help wanted is Jack M. Henderson, CAM, *Montreal Gazette*. He has two bows to his string: With the first, he attracts readers to his job columns with a feature entitled "The Gazette Classified JOB COUNSELLOR." This is an editorial gimmick that appears on the classified page with a cut of a counsellor sitting at a desk interviewing a gal. Readers are invited to send questions of a general nature to the Job Counsellor. The feature appears three times a week.

To help his solicitors in following up their phone pitch, Mr. Henderson has evolved a series of cards covering major employment categories with specific sales messages designed to drive home the points made on the phone. There is also a space for the solicitor to write her name as "Your representative" providing a personal point of contact.

The 8½ x 11" cards are illustrated with humorous cartoons related to the type help being advertised. Here is typical copy for the sales help card:

* * *

BUSINESS FALLING OFF because of a lack of top-notch, self-starting, high-production sales staff? Sound salesmen are hard to come by — but not impossible to find. Every day more of them than ever before check the better-than-average offerings in the "Sales Help" columns of Gazette Classified. Have you a sound offer for a sound salesman? Call UN. 6-4771 and ask for a Help Wanted Ad Gal to help you place an ad to "sell" the best of 'em.

Here's one for secretaries: (Illustration shows an employer chasing a secretary at full tilt)

NEW SECRETARY NEEDED! Nothing can gum up the works for the average management man like the loss of a Girl Friday. But don't despair completely if the problem is in your lap right now. Many and many of Montreal's top notch secretaries are regular scanners of the "Help Wanted Female" columns in Gazette Classified every day. Faint heart ne'er won fair lady—so call UN. 6-4771 and describe your needs to a Help Wanted Ad Gal. She'll place an irresistible ad for you.

In another spurt of promotional effort, Mr. Henderson recently developed a "Parade of Homes" section of 7 standard size pages. Key to the sale was the offer of a small cut, 1½" x 2½", of the home offered plus a cut line on the front page of the section with every ad of 200 lines or more that appeared inside. "Thus we did not run much promotion anywhere else in the paper for the section," says Mr. Henderson. "The pictures on the cover cued the readers as to what they would find inside."

In ensuing weeks additional copy was sold to the builders by using the small cuts in ROP promotion ads directing readers to the real estate section.

* * *

"Earliest Millionth"

SAN FRANCISCO

Publication of its 1,000,000th classified advertisement June 27 was the earliest in the *San Francisco Examiner's* history, reports Guy Daniel, classified manager.

Classified Ads' Use Of Newsprint Up

Classified ads, individually small but economically potent, will use up a million tons of newsprint this year for the first time, according to the Newsprint Information Committee. The committee is composed of five representative Canadian newsprint companies.

An upturn in this form of advertising, plus the rise of daily newspapers to nearly 60 million circulation, will contribute to the record. The committee pointed out that last year's total of $800,000,000 spent for classified ads was more than was expended for all radio advertising or television spot announcements.

Spokesmen for the Classified Advertising Managers' Association said that classified linage has tripled since 1945. In the same period, commercial firms have become the predominant users of classified ads, rather than householders and other private individuals.

•

Real Estate Copy Guide Off Press

OAKLAND, Calif.

Another volume by M. J. A. McDonald, who retired from the *Oakland Tribune* after decades in classified advertising, is off the press.

"The Master Guide to Successful Real Estate Advertising" is the title of the volume published by Prentice-Hall. It is the third of a series and the fourth book on classified produced by the veteran classified manager.

In between work on the real estate volume, Mr. and Mrs. McDonald have collaborated on the writing of two Western novels.

•

Former U. S. Attorney Loses in Libel Claim

PROVIDENCE, R. I.

A $250,000 libel suit filed against the *Providence Journal-Bulletin* in May, 1961, by Joseph Mainelli, former U. S. District Attorney, was dismissed in federal court last week.

Judge Edward W. Day ruled that Mr. Mainelli failed to state a claim or cause of action on which the court could grant relief.

Mr. Mainelli's suit was based on an editorial, May 9, 1958, dealing with the government's efforts to deport a local restaurant operator, to Hong Kong.

Mr. Mainelli charged the editorial was a malicious attempt to influence and intimidate him in the performance of his duties as district attorney.

■ ***NEW PLANTS***... plant expansions... plant modernizations... are all within the scope of engineering and architectural services rendered by Lockwood Greene. A sampling of these projects, both major and minor, in the highly specialized newspaper-and-printing field is presented pictorially in a new brochure now available...

newspaper and printing plants

LOCKWOOD GREENE ENGINEERS, INC.

BOSTON 16, MASS. 316 Stuart St. | NEW YORK 17, N. Y. 41 East 42nd St. | SPARTANBURG, S. C. Montgomery Bldg.

PHOTON

SERIES 540

for multiple keyboard typesetting at high speeds.

Wilmington, Mass.

Read what this publisher says about the Fairchild Color King Web Offset Press

"We bought Color King because it is the easiest to operate and the most adaptable press for our needs.

"Even with business 40 per cent above our previous capacity, we still have available press capacity of roughly 60 per cent. We are gradually filling this time by printing newspapers and other publications for printers from throughout the state.

"We've been adding one new publication a week, bringing our present total to 41 per month, and expect to double our annual volume by the end of the year. We've already doubled our circular volume, and at the same time Color King has helped us get an even firmer grip on the business we had. With our new press's speed, versatility and amazingly accurate register, I'm extremely confident that a prosperous future lies ahead because our customers know we now offer them more for their money." – Alex Gruszka, President of Alliance Printing Co., Cleveland, Ohio.

The Fairchild Color King Web Offset Press is the fastest selling, most wanted press in America today. It's the easiest to learn, the easiest to operate, the best to buy, and we can prove it. Mail the coupon now for full details of the many features and engineering advances that are revolutionizing yesterday's concepts of what web offset printing can and should be.

FAIRCHILD GRAPHIC EQUIPMENT
DIVISION OF
FAIRCHILD CAMERA AND INSTRUMENT CORP.
District Offices:
Eastchester, N. Y. • Los Angeles • Atlanta • Chicago
Overseas: Amsterdam, The Netherlands

THIS COUPON WILL BRING YOU FULL INFORMATION

Fairchild Graphic Equipment, Dept. FGE CK-3
221 Fairchild Drive, Plainview, L. I., N. Y.

☐ **Please send me your new brochure on Color King.**
☐ **Please have a Fairchild Offset Production Engineer call.**

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

BOOKS IN REVIEW

Pentagon Intrigue In Reporters' Novel

By Pat Munroe

SEVEN DAYS IN MAY. By Fletcher Knebel and Charles W. Bailey II. Harper. $4.95.

Washington newsman Fletcher Knebel was at the Pentagon one day in the spring of last year talking to an attractive young officer. It was about the same time as the "revolt" of the French officers in Algeria against General de Gaulle's plan for granting independence to that country.

"Here was a guy with access to tremendous power," says Knebel of his Pentagon contact. "As I left the building that day I thought for a long time about what was to keep him from using it."

Knebel next passed his thoughts along to a fellow member of the Cowles Bureau here, Charles Bailey, with whom he had collaborated in the 1959 non-fiction book entitled "No High Ground," the history of the Atomic bomb.

As "Chuck" Bailey now tells it about "Seven Days in May":

"The next thing we did was to tell our wives about the idea. We'd tried a whole series on them and they'd said 'no' but they really went for this one.

"I must say that as soon as I heard the idea from Fletch I liked it."

Then followed several weeks of preparing the first chapters of the book plus an outline of the complete story and the inevitable session with a publisher's representative. Given the go-ahead on Labor Day of last year, Knebel now recalls:

"We finished up the book by Christmas by working practically every night and every weekend on it."

The path generally followed by the collaborators: Knebel would write the first draft of most chapters, then Bailey would rewrite each chapter and add his own embellishments. As they say now:

"Our publisher told us to imagine we were writing non-fiction fiction. By which he meant that we would assume that we were reporting on a developing story and just tell what happened."

Non-Fiction Fiction

The result: an intensely realistic portrayal of an attempt by officers of the regular armed forces to take over the government during a trying period in 1974.

In the novel the central military figure is a man who combines the best qualities of both General Eisenhower and General MacArthur: General Scott, Chairman of the Joints Chiefs of Staff. The President's popularity has plummeted on the Gallup Poll because of a disarmament treaty he has negotiated with the Russians.

In such a situation, extremist groups—like the John Birch Society—rise to support the military, who have an unsuccessful "go" at taking over control of the country.

The final thought of the authors: those dreaming of a superman to cure all of our ills are hoping for the impossible; our world problems, largely insoluble, will be with us for a long time to come.

The book will appear in Reader's Digest Condensed Books and also has been purchased by British and French publishing firms.

We'd guess that, because of the timeliness of the theme, the authors have a very popular book here. While neither is a "regular" reporter at the Pentagon, what they have to say about the inner-workings of that spot as well as the political scene is quite authentic.

One is almost forced to compare the new book with Allen Drury's "Advise and Consent." The literary style of the two is quite a bit different—Knebel and Bailey sticking pretty strictly to plain and simple writing.

But the new book, we think, has perhaps a more authentic "ring" to it whereas we were always conscious that Drury was simply performing an exercise in fiction. All of which leads us to wonder, with the authors:

"Could it really happen here?"

* * *

Timely Market Report

WALL STREET'S SHADY SIDE, by Frank Cormier (Public Affairs Press, $4.50)

In the avalanche of books by Washington reporters timeliness, alone, would make Frank Cormier's "Wall Street's Shady Side" outstanding. The timelessness of thieves in the marketplace makes it good reading.

Few stock market investors, large or small, will read his account of past and present wheelings and dealings in the market without a shudder—either at their own narrow escape or at the reminder of their gullibility.

Mr. Cormier, a graduate of Northwestern University, has been with the Associated Press since 1951, first in Chicago and, since 1954 in Washington. His present assignment includes coverage of the Treasury and Commerce Departments, the Federal Reserve Board, the Federal Trade Commission and the Securities and Exchange Commission.

The book is not a grand expose of the stock market but a careful reporter's discourse on unethical dealings in the market.

•

AP Moves Russian Linguist to New York

Bob Willis, for eight years a member of the staff of the Charlotte Bureau of Associated Press, has transferred to the Foreign News Department in New York. He speaks Russian. He is being replaced in Charlotte by Melvin Lang, who headed the Wytheville, Va., bureau of the *Roanoke Times.*

Everything in Baltimore revolves around THE SUN

• Morning
• Evening
• Sunday

Books Of, By Or For Newsmen

"A New Russia?" (Harper. $3.50) is a new book by Harrison E. Salisbury, *New York Times,* who has been to Russia eight times since 1944. Mr. Salisbury is hopeful the Soviet Union is changing for the better, but he is not sure. Hence the question mark in the title.

* * *

Max Miller's 27th book, "Holladay Street, Denver's Bawdy Past" (New American Library), has just been published. His first, "I Cover the Waterfront," was published in 1932 when he was a marine news columnist for the old *San Diego* (Calif.) *Sun.*

* * *

James Bassett, *Los Angeles* (Calif.) *Times* political writer and a captain in the U.S. Naval Reserve, is author of "Harm's Way," a story of the U.S. Navy in World War II, which will be published in November.

* * *

Walker A. Thompkins' columns in Sunday editions of the *Santa Barbara* (Calif.) *News-Press* have been collected into a book, "Santa Barbara Yesterdays," published by McNally & Loftin, Publishers, a division of Heritage Printers, Inc., of Santa Barbara and Charlotte, N. C.

* * *

A 761-page book of great reference value in a newspaper library, the 1962-63 edition of the "United States Government Organization Manual" has just been published, and is for sale by the Superintendent of Documents, Government Printing Office, Washington 25, D.C., at $1.50 a copy. Names of more than 4,400 key officials are listed, along with the functions of each agency. Several hundred publications available from Government establishments are listed, too.

•

N. C. Group Elects Bunnelle President

MOREHEAD CITY, N. C.

Robert Bunnelle, publisher of the *Asheville Citizen and Times,* was elected president of the North Carolina Press Association at the summer meeting here last week. He succeeds H. Clifton Blue, *Sandhill Citizen,* as head of the 89-year-old association, and C. M. Ogle, *Hendersonville Times-News,* becomes vice-president. J. D. Fitz, *Morganton News-Herald,* was re-elected secretary-treasurer.

A Certified Blue Ribbon Mat for every advertising need

Silvertone Imprestomats

The highest quality mat made for fine screen magazine and color work.

Blue Ribbon Mats

for hot molding where a sensitive base and coating is required. High fidelity in reproducing originals.

Blue Ribbon BC Mats

have the same sensitive base as the regular Blue Ribbon mats but with a little stronger facing. They withstand undercutting on the originals.

Blue Ribbon UC Mats

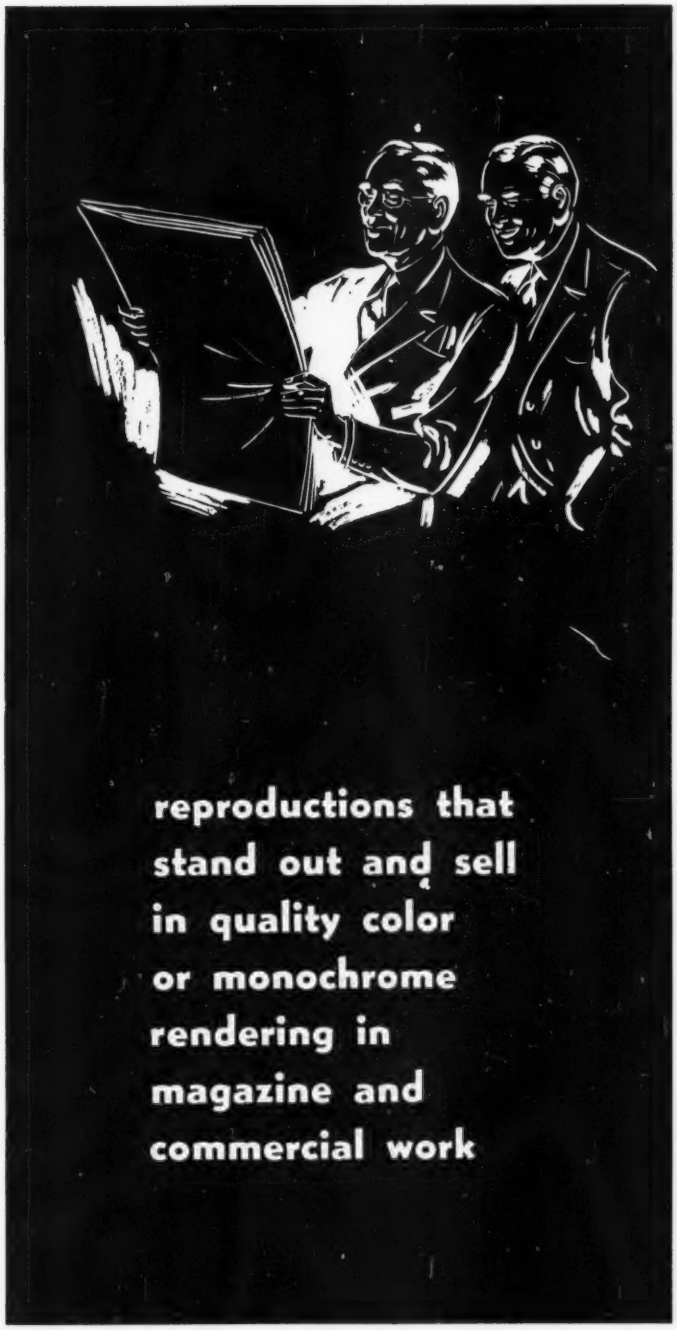
are curve casting mats, sensitive enough to take a fine impression, but strong enough to be cast in a pony or junior.

Blue Ribbon ROP CC Mats

are the ultimate in direct curve casting mats suitable for use in automatics. As many as 25 casts have been made without impairment. This is the original direct curve cast mat for general newspaper campaign purposes, both black and white and color. It gives once removed quality.

Blue Ribbon Contrast Mats

for hot molding, when sharp color contrast between molded and unmolded areas is desired, providing excellent readability. Ample casts—accurate register for color work.



CERTIFIED

BLUE RIBBON MATS

CERTIFIED DRY MAT CORPORATION

555 Fifth Avenue Dept. P New York 17, N. Y.

FAIRCHILD news

Allene Magann has joined Fairchild's Dallas bureau as fashion specialist for WOMEN'S WEAR DAILY. She will also cover for FOOTWEAR NEWS. Mrs. Magann was formerly on the women's page staff of the Dallas Morning News and before that was assistant women's editor of the Louisville Courier-Journal. She succeeds Elizabeth Cleveland who resigned after 18 years to enter business for herself.

"The Retail Revolution" is the title of a new booklet on the vast changes in merchandising, which will be published by Fairchild's Book Division later this summer. The booklet is a reprint of the series of talks by merchandising experts arranged by Fairchild Publications for The New York Society of Security Analysts last May and June.

Fairchild's out-of-town news director, Bernard Lett, has made known the following new appointments to the Fairchild News Service: John G. Milburn in Kingston, Jamaica; Jane Glenn in Elgin, Ill.; Dave Gray in Mansfield, O.; Sue E. Estes in Lexington, Ky.; Carl Baumhart in Ridgefield, Conn.; Larry Shields in Savannah, Ga.; John McHugh in Johnstown, Pa.

Louis Gropp will join the New York editorial department of HOME FURNISHINGS DAILY on Aug. 6 as a furniture fashion reporter. Mr. Gropp is transferring from Fairchild's Chicago bureau where he has been a member of the news staff.

On July 27, MEN'S WEAR Magazine published its annual Fact Book issue. This special edition contains an analysis of consumer expenditures for men's and boys' wear in 1961, broken down by category of merchandise and type of retail outlet. It also contains MEN'S WEAR's Annual Business & Operating Experiences Survey, detailing operating statistics for men's wear retailers in 1961.

FAIRCHILD Publications, Inc.

7 East 12th St., New York, N. Y.

Publishers of

Daily News Record, Women's Wear Daily, Home Furnishings Daily, Footwear News, Supermarket News, Drug News Weekly, Men's Wear, Electronic News, Books, Metalworking News, Directories.

3 Retired Staffers Active 143 Years

SALEM, Ore.

Three members of the *Salem Capital Journal* news staff have retired after a total of 143 years in news work.

They are:

Stephen A. Stone, member of the staff since 1925, city editor for over 20 years.

Fred A. Zimmerman, member of the staff since 1911, former sports editor and lately courts reporter.

Claude M. (Mike) Forbes, assistant news editor, member of the staff since 1951.

* * *

TALBOT PATRICK, editor and former publisher of the *Rock Hill* (N. C.) *Evening Herald*, and president of the Herald-Publishing Company — married to Barbara Stevens Frazer, a school teacher.

* * *

IVES CARY, *St. Petersburg* (Fla.) *Independent* — to publisher of the *Avon Park* (Fla.) *Highlands Herald*, succeeding LARRY FIELD, returned to New England to buy a weekly newspaper.

* * *

AUSTIN V. WOOD, publisher, *Wheeling* (W. Va.) *News-Register and Intelligencer* — appointed vice chairman of the Distinguished Guest Committee of the West Virginia Centennial Commission.

* * *

RUBYE GRAHAM, fashion editor, *Philadelphia* (Pa.) *Inquirer* —winner of the semi-annual Gold Slipper Award of the National Shoe Institute for excellence in shoe reporting. She received a pair of golden slippers and a free trip to London and Paris.

* * *

RICHARD W. BUDD, formerly with the *Bowling Green* (Ohio) *Sentinel-Tribune* and *Dayton* (Ohio) Daily News—is assistant to the director and instructor in the University of Iowa School of Journalism, replacing ROD GELATT. Mr. Budd is working on a Ph. D. in mass communications, and has been a research assistant at the Iowa School of Journalism for the past two years.

* * *

ALEX GRAY, freelance news photographer—to *Toronto Telegram* news photographer staff.

* * *

ERNEST FREDA, 1962 University of Maryland Journalism graduate — to *Hagerstown* (Md.) *Morning Herald* copy desk.

* * *

KEITH PACKER, manager of television station *CHEX* Peterborough, Ont. — to executive staff of Thomson Daily Newspapers, Toronto.

* * *

BILL SIMMS, sports editor, weekly *Ardmore* (Pa.) *Main Line Times* — to *Philadelphia* (Pa.) *Inquirer* as sports writer.

* * *

FLORENCE LEMKOWITZ, "Dining Out" columnist for the *Hartford* (Conn.) *Times* — added duties of travel editor. TONY DAVENPORT, who had been doubling as travel and television-radio editor—to concentrate on television and radio.

* * *

ALBERT E. REDMAN, former financial and business editor, *Columbus* (Ohio) *Dispatch*—to business editor, *Cincinnati* (Ohio) *Enquirer*.

* * *

CHARLES SNOWDEN, copy desk, *Allentown* (Pa.) *Morning Call* —to copy desk, *Oregon Journal*, Portland. He formerly was on the staff of the *Norristown* (Pa.) *Times Herald*.

* * *

BILL ENDICOTT, sports staff, *Louisville* (Ky.) *Courier-Journal* — to news staff, *Tulare* (Calif.) *Advance-Register*.

* * *

DON HALL, personnel director, *St. Petersburg* (Fla.) *Times*— new president of the Newspaper Personnel Relations Association.

* * *

MARSHALL MASLIN, whose 45-year news career included editorial writing, a daily column and a daily book review—retired from *San Francisco* (Calif.) *News-Call Bulletin* at age 67.

* * *

ELSIE BOCHUS — presented gold bracelet and strand of pearls on leaving *Bristol* (Conn.) *Press*, where she had been society editor for 16 years.

* * *

ALBERT E. REDMAN, a consultant on industrial and community development and former financial and business editor of the *Columbus* (Ohio) *Dispatch* —to business editor, *Cincinnati* (Ohio) *Enquirer*, succeeding RICHARD HAVLIN, now city editor.

* * *

EDMAN J. GLEED, sports editor of the defunct *Jamestown* (N.Y.) *Morning Sun*—to executive editor, *Bradford* (Pa.) *Era*. DAVID POWELL, also with the Sun's editorial staff—to *Titusville* (Pa.) *Herald*.

* * *

JERRY H. MOCK, *Jacksonville* (Fla.) *Times-Union*—named to Florida Capital bureau chief and political columnist for the 22 John H. Perry newspapers in Florida.

* * *

DAVID KING, who left the *Costa Mesa* (Calif.) *Orange*

personal

FOR RELIGIOUS WRITING — Willlian E. Rowley (right), religion writer for the Albany (N. Y.) Knickerbocker News, receives the 1962 James O. Supple Award of the Religious Newswriters Association "for excellence in reporting the news of religion in the secular press." Making the presentation at the group's annual meeting in Detroit is Willmar L. Thorkelson (left), religion writer for the Minneapolis (Minn.) Star, chairman of the Supple Fund Board of Managers, and new president of the association. Richard B. Philbrick (center), religion writer for the Chicago (Ill.) Tribune, is outgoing president.

EDITORIAL RESEARCH REPORTS

Bound Volume — First Six Months 1962—

in new format is in the mail to subscribers. It improves indexing and the self-updating characteristics of this news research service.

1156 19th Street, N. W., Washington 6, D. C.

Area Code 212 — Federal 8-4660

mention

Coast Daily Pilot to serve as administrative assistant to the Board of Supervisors—returned to newspaper duties.

* * *

SAM CAMPBELL, former associate editor, *Garden Grove* (Calif.) *Daily News*, who resigned to conduct an unsuccessful campaign for Congress—appointed business editor, *Santa Ana* (Calif.) *Register*.

* * *

BILL COLE, former copy reader, *Syracuse* (N. Y.) *Post-Standard* — to news bureau director, First Trust & Deposit Company, Syracuse.

* * *

CLIFF URSETH, former editor, *Garrison* (N.D.) *McLean County Independent*—to publisher *Sidney* (Mont.) *Herald*, succeeding LEE SCHWARTZ.

* * *

LYLE G. VAN BUSSUM, bureau chief, *Tampa* (Fla.) *Tribune's* Punta Gorda bureau — transferred to Ocala to open another news bureau. Succeeded by PATRICK KELLY, Savannah, Ga., reporter.

* * *

JOSEPH L. NAAR—advanced from vicepresident and general manager of the *Ossining* (N.Y.) *Citizen Register* to the executive editorial staff of the Westchester Newspapers. ROGER V. WHITBECK—from copy editor, *Yonkers Herald-Statesman*, to editor and general manager of the Citizen Register. ALOYS ROBERT, advertising manager—now assistant general manager and advertising manager of the Citizen Register.

* * *

MAURICE (RITZ) FISCHER — celebrating 35 years with the *Chicago Daily News*, of which he is city editor, in hospital where he is recuperating from a hepatitis attack.

* * *

CLIFFORD CERNICK, editor of daily newspapers in Anchorage and Fairbanks, Alaska for 12 years and currently education editor for the *Santa Barbara* (Calif.) *News-Press* — to public relations director for the Alaska Region of the Federal Aviation Agency, Anchorage.

* * *

PATRICK J. KILLEN, United Press International — elected president of the Foreign Correspondents Association of India.

* * *

BRAD ROSS, formerly with *Coos Bay* (Ore.) *World* and *Forest Grove* (Ore.) *News-Times* — to news editor, *Coquille* (Ore.) *Coquille Valley Sentinel*, succeeding PHYLLIS COUNTRYMAN, now with *Myrtle Point* (Ore.) *Herald*.

* * *

WARREN L. MONROE, publisher of the *Elko* (Nev.) *Independent* — appointed to the Resolutions Committee of the National Rivers and Harbors Congress, stemming from his long familiarity with water problems in his own state. He has served as a member of the Interstate Compact on Water Problems.

* * *

ROBERT J. COOPER — from AP's Louisville, Ky., bureau to correspondent in charge of bureau at Lexington, Ky., succeeding DONALD F. BOLLES, now state house correspondent, *Phoenix Arizona Republic*.

* * *

PAGE DAHL, *Montgomery* (Ala.) *Journal* reporter — married to David Grosland III.

* * *

PYE CHAMBERLAYNE JR., formerly with Agence France Presse in Paris and more recently with Radio Press International in New York City — to AP Milwaukee bureau, succeeding JAMES L. YUENGER, resigned to accept a teaching assignment with the Peace Corps in Ethiopia.

* * *

ELINOR C. ZITO, secretary to General Manager Barnard L. Colby of the *New London* (Conn.) *Day*, and Arthur E. Jenkins, wire editor — married.

* * *

BILL NEIKIRK — transferred from AP bureau, Lexington, Ky., to Frankfort, Ky., bureau. KELSO STURGEON — from AP's Louisville, Ky., bureau to Lexington bureau as night editor.

* * *

CAROL ANN LUTES, Carleton University graduate to *Ottawa* (Ont.) *Citizen* women's department as summer replacement.

* * *

FRANK J. DOHERTY, former assistant press secretary to Governor Nelson Rockefeller — to public relations firm of T. J. Ross and Associates Inc. (formerly Ivy Lee and T. J. Ross), New York.

* * *

DAVID F. MERTZ, rejoined news staff, *Bowling Green* (Ohio) *Sentinel-Tribune* after serving in the Army.

* * *

JOHN MEEHAN, labor and suburban beat reporter for *Louisville* (Ky.) *Courier-Journal* — to public relations department, Brown & Williamson Tobacco Corporation.

* * *

TROY KNIGHTEN, reporter, *Hollywood* (Calif.) *Citizen-News* —to assistant city editor. PEGGY RAU—to photo editor. MARI K. QUINN and GERALD FARIS — added to staff. MIKE KELLER — to summer replacement. COY WILLIAMS, formerly of *Los Angeles* (Calif.) *Mirror* — to sports staff.

* * *

DELMAR HERMANN, formerly with the display advertising staff, *Garden Grove* (Calif.) *Daily News* — to general manager and advertising manager of a sister publication, the *Santa Ana* (Calif.) *Independent*, succeeding GEORGE MULLINS, resigned. Mr. Hermann also will be in charge of another Ridder publication, the *Orange* (Calif.) *Independent*.

* * *

VERN ANTHONY, suburban editor, *Long Beach* (Calif.) *Independent, Press-Telegram* — to real estate editor.

* * *

BRUCE BENSON, reporter, *Tustin* (Calif.) *News* — to city side, *Costa Mesa* (Calif.) *Orange Coast Daily Pilot*. JOHN HARDY — rejoined News after attending Santa Ana College.

* * *

DALE KROESEN, publisher of the *Cypress-Los Alamitos* (Calif.) *Enterprise* — to president of the Orange County unit of the California Newspaper Publishers Association. TOM WYLLIE, business manager, *Huntington Beach* (Calif.) *News* — to secretary, succeeding BEN REDDICK, resigned after selling his *Newport Harbor* (Calif.) *News-Press* to the Ridder interests.

* * *

FRANCES ATKINS — to ad salesman, *Vale* (Ore.) *Malheur Enterprise*, succeeding J. MAYNARD NORVELL, resigned.

* * *

LEILA BEAVER — to managing editor, weekly *Grants-Milan* (N. M.) *News*, succeeding BUS ROUSE, now in a hospital recovering from a bronchial infection.

EDUCATIONAL—Jean Cameron, fashion editor of Chicago's American, gets the lowdown from Jack L. Henrie on matching fabric colors during a visit to J. C. Penney Company's buying offices in New York. This was on a stopover in her trip to Paris, Rome and Tel Aviv which she won in the Penney-Missouri Journalism Awards competition.

Welcome....

The Atlanta Journal Constitution

. . . . to the great list of newspapers which are capitalizing on something really new in Sunday comics . . .

THE FAMILY CIRCUS

By Bil Keane

The Sunday Page and daily panel are appearing now in 124 leading newspapers in the U.S. and Canada.

May we send sample?

The Register and Tribune Syndicate

DES MOINES, IOWA — 488 MADISON AVE., NEW YORK CITY

Staff Changes Made

ROCK HILL, S. C.

The following staff changes have been announced by the *Rock Hill Evening Herald:* Charles H. Walter, formerly with UPI at Columbia, associate editor: William L. Gibb, formerly with the classified advertising staff, *St. Petersburg* (Fla.) *Times*, city editor.

•

A Correction

Frank Hewlett was incorrectly identified as *Corregidor* correspondent for the *Salt Lake* (Utah) *Tribune* and other newspapers in the July 14 edition of E&P. He is Washington correspondent.

* * *

DAVID HILL, graduate from Queens University — to *Ottawa* (Ont.) *Citizen* as a summer replacement on general assignment. TOM TAUSKY, McGill University senior — to Citizen summer replacement on general assignment.

* * *

ROBERT BEACH, former artist with the *Portland* (Ore.) *Journal* — to *Pendleton* (Ore.) *East Oregonian* to direct art work for the Umatilla County Centennial Story special edition to be published in September.

* * *

VERN MILLER, former editor and publisher of *Fallon* (Nev.) *Churchill County Courier* — to *Payette* (Idaho) *Independent-Enterprise* as news editor.

* * *

RUSS DAVIS, feature writer *Allentown* (Pa.) *Call-Chronicle* — to public relations staff of Weightman Inc., Philadelphia advertising agency.

* * *

ORRIN EVANS, formerly with *Chester* (Pa.) *Delaware County Times* — to *Philadelphia* (Pa.) *Bulletin* as a rewriteman. ROSS GELBSPAN — resigned as Bulletin reporter. NATE KLEGAR — transferred from Bulletin police beat to the newly-created county courts beat.

PHOTON

For Tape Input

Can be adapted to any commercially available 6-to-31 level paper tapes.

Wilmington, Mass.

SING ALONG WITH BOB— Twenty-three newcomers added to the Chicago (Ill.) Daily News editorial staff in recent months join in song with Robert Rose, right, first assistant city editor at a party given for them by the paper's old-timers. They were recruited in the largest nationwide talent hunt ever conducted by the Daily News.

MIT Grad on Staff

NORWALK, Conn.

Additions to the news staff of the *Norwalk Hour* include David Bond, recent graduate of Massachusetts Institute of Technology, to general assignment, and Charles Kline Jr. of University of Michigan, to city hall beat. Summer staffers include James Luz, general assignment, and Darcy Devine, society.

* * *

BURR VAN ATTA, formerly of the Sears, Roebuck Philadelphia area public relations office, and GARY BROOTEN, *St. Paul* (Minn.) *Pioneer Journal* — to *Philadelphia* (Pa.) *Inquirer* as rewritemen.

* * *

HARRIET E. DOWER — to women's staff. *Hartford* (Conn.) *Courant*, writing a column of society events on the Connecticut shoreline.

* * *

JACK CASEY, *Detroit* (Mich.) *Free Press* city desk — to the staff of Detroit Mayor Jerome P. Cavanagh. RAYMOND L. COURAGE, Free Press political writer —to staff of Neil Staebler, Democratic National Committeeman from Michigan and a Congressional candidate. ARTHUR W. (PAT) O'SHEA, Free Press editorial copy desk — to the Jam Handy Organization, Detroit. DONALD T. GERVASE, Free Press city desk — to Ross Roy-BSF&D Inc., advertising agency.

* * *

EDWARD COWAN, on United Press International Washington, D. C., bureau staff — married at Middleton, Conn., to MISS ANN LOUISE WRUBEL.

* * *

HARRY BODINE — to *Boise* (Idaho) *Journal* as managing editor. He was formerly news editor of the *Ontario* (Ore.) *Argus-Observer*.

* * *

JACK POWELL, news editor, and MRS. Powell, women's page editor, *Stayton* (Ore.) *Mail* — to staff of the Stayton Union High School.

3 Correspondents Transferred by UPI

Appointment of Arthur L. Hugbee as Asia division news editor for United Press International was announced by Earnest Hoberecht, UPI vice-president and general manager for Asia. Mr. Higbee, who makes his headquarters in Tokyo, has been UPI Mideast manager at Cairo.

LeRoy Hansen, former Asia division news editor, has been transferred to Washington. Succeeding Mr. Higbee in Cairo is David L. Dugas, formerly Mideast correspondent at Beirut.

•

Moves Over to Curtis

William E. Emerson Jr., a senior editor of *Newsweek*, has been named assistant managing editor of the *Saturday Evening Post*, a Curtis publication.

He served Newsweek as southern bureau manager and as chief southern correspondent before assuming his present position last year.

•

Names Editor

CHICAGO

Ben Burns, executive vice-president of the public relations firm of Cooper, Burns & Golin, has resigned to become editor-in-chief of the *Chicago Defender*, daily Negro newspaper here. He is a former national editor of the paper.

•

Heads Gals' Group

Hortense Myers, Indiana statehouse reporter for United Press International at Indianapolis, has been elected president of the National Federation of Press Women.

Sacramento Union Additions Reported

SACRAMENTO, Calif.

A series of changes and additions is reported by the *Sacramento Union*, under the publishership of Leonard Finder.

Dick Revenaugh, city editor, is writing a daily column for the business section, called the Economic Realm.

Bert Clinkston, formerly of Portland, Me., is political editor. His column also appears daily.

Ralph Rose, radio and television playwright, has been named drama editor. His most recent tv credits are for Hawaiian Eye stories in the Warner Bros. series.

John Quinn, formerly with the *Portland* (Ore.) *Oregon Journal*, is now circulation manager. He succeeds John Gunderson, resigned.

•

Trio of Assistants

SANTA ANA, Calif.

Three assistant city editors have been appointed by the *Santa Ana Register* to assist City Editor Terry Stephenson, it was announced by Managing Editor Clennell Wilkinson. They are: Darrell Maddox, Don Cantrell and Bill P. Mears, all present members of the staff.

•

Musgat Moves

ANSONIA, Conn.

John P. Musgat, formerly general manager of the *Claremont* (N. H.) *Daily Eagle*, has become vicepresident and general manager of the *Ansonia Evening Sentinel*. He has previously been associated with the *Washington* (D. C.) *Post* and *Charlotte* (N. C.) *Observer*.

•

Retail Ad Manager

PROVIDENCE, R. I.

George J. Bellano, associated with the *Providence Journal-Bulletin* since 1927, has been named retail advertising manager of the newspapers.

CIRCULATION

Monthly Collection System Is Preferred

Billing costs have been cut, the number of staff personnel reduced, agent income "fattened," and the number of "headaches" lessened by adopting the monthly system of collection for newspaper subscriptions in Paducah, Ky.

Robert Brown, circulation manager of the *Paducah Sun-Democrat*, reported on newspaper collection methods at the 13th annual University of Iowa Newspaper Circulation Short Course. He said his paper would not consider changing back to a weekly collection system.

The monthly system has benefited carrier boys, subscribers, and the newspaper circulation department. Among the advantages to the carrier boys, Mr. Brown mentioned that the youths are free to participate in out-of-school activities such as Little League Baseball, Junior Bowling Leagues, and a Gun and Judo Club.

Boys In More Activities

"I don't believe we could deny any boy the chance to participate (in such activities) as long as he can arrange that any of these programs will not interfere with his route work. And we feel that tying a boy down to collect every Saturday morning will create too great a problem for any boy to solve," he said.

Subscribers to the Paducah Sun-Democrat also favor the monthly collection system. Mr. Brown explained that many subscribers receive monthly or bi-monthly pay checks and prefer to pay the newspaper bill when the pay check arrives. Many subscribers "don't want to be bothered" with weekly collections.

He admitted that there were some disadvantages to the plan, such as a loss in the personal contact the circulation manager has with his carrier boys and the subscribers. Many subscribers now call the office to complain directly about delivery service since they see the carrier boy only once a month.

Other disadvantages: the subscribers are less apt to tip the carrier boy; subscribers move in mid-month, creating bookkeeping problems; subscribers pay by checks, many of which are returned; temporary carrier boy replacements are more difficult to find since the consolidated routes are longer; and transient subscribers collections must be made one month in advance.

On the Sun-Democrat, Mr. Brown said, only one-fourth the previous time spent collecting was needed now. This enabled the circulation department to consolidate some routes. Agents and carrier boys prefer the convenience of paying once a month; and carrier boys give more advance notice when they must leave the route.

To support his case for a monthly collection system, Mr. Brown said that since the program began in 1958 the Paducah paper has increased circulation 17 percent.

* * *

PERSONALS

RUSSELL BARCROFT, circulation manager, *Santa Barbara News-Press* — succeeds DON LEWIS, *Pomona Progress-Bulletin*, as secretary-treasurer, California Circulation Managers Association.

•

All of Paper's Subscribers Listed

HAMMOND, La.

Winding up a circulation campaign recently, the *Hammond Daily Star*, a newcomer in the Nixon group of newspapers, published the names of all of its subscribers. The list of more than 1,300 names filled three pages.

Editors Urged to Air Religious Questions

COLUMBUS, Ohio

Louis Cassels, religious editor of United Press International, has suggested that local newspaper editors could play a major part in easing difficulties concerning public and church-supported schools and other religious matters.

Mr. Cassels, speaking at the meeting here of the Ohio UPI editors, said local newspapers should air religious question, and urged leaders of the various faiths to take the public into their confidence more than they do by opening their meetings to the press.

Tom Cooper, *Kenton Times* was elected president of the Ohio UPI editors, succeeding Bud Harsh, *Zanesville Times-Recorder*.

PROMOTION

Industry Contest Works All the Angles

By George Wilt

When a big, new newspaper contest works both the advertising and circulation sides of the street, you can bet that a promotion manager had his finger in it.

The *San Jose* (Calif.) *Mercury* and *News*' readership contest, "Hoo's Hoo Here," is described by its creator, public relations director Daniel K. Stern, as having "more angles than a polyhedron."

Although basically designed to build circulation, extra angles pop out all over the feature for and about industry in metropolitan San Jose. The contest features nearly a third more of the more than 200 major companies who manufacture, process or assemble goods in the market.

"Hoo's Hoo Here" utilizes a 21-installment industrial history during its initial weeks to plug the development and growth of industry in and around San Jose.

Initial Game

In addition to the hoped-for increase in circulation, the Mercury and News are seeking:

- To make known the interest of their reader families in area industry.
- To show the 135,000 reader families what industry has contributed to the growth of the San Jose area.
- To stimulate additional national advertising from many of the companies.
- To build a contest capitalizing on inherent local interest.

The contest portion is made up of a picture of the featured plant, a brief description of when it started in the San Jose area, and other information concerning the plant, and the initial or initials of the company's name. The initials are cut up into squares in which the contestant is to letter in the name of one product made by the featured firm, as well as naming the company. The entry blank is, in effect, an ad for the company featuring a picture of the plant, and published without cost in sizes ranging from three full columns to a full page.

More than $15,000 in cash and merchandise prizes are being offered, with half of the featured companies contributing more than $2,500 worth of cash, stock, U.S. Bonds and their products.

Companies taking part include General Electric, International Paper, IBM, Westinghouse, Ford, Admiral, Dole, Ampex, Falstaff, Kaiser Industries, Monsanto—to name a few.

With the contest near the halfway mark, indications are that industrial management is impressed. Several have reported a heavy influx of telephone calls. One local manufacturing plant got so many calls they phoned the newspaper to make sure of the list of products they had released, because only products made, processed or assembled in metropolitan San Jose are eligible in the competition.

Copyrighted

"Both the name of the contest and its salient features have been protected by copyright," said Mr. Stern. "If anybody is interested in trying it out when we finish, we will be glad to make it available at a reasonable fee because much of the work must be done directly in the area covered. Right now we are not in a position to give any further information.

In-paper promotion of the San Jose contest has been extensive and includes a four-page, two-color insert. Top prize is $2,500; second prize, $1,000. Other prizes scale on down to 15 prizes of $5 each. Tie-breaking puzzles will be provided if necessary. The sample puzzle featured a photo and description of the Mercury and News' plant.

* * *

QUAD CITIES—A new data folder on the Quad-City Area (Davenport, Iowa and Rock Island, Moline and East Moline, Illinois) has been released by the *Moline Dispatch* and *Rock Island Argus*. Enclosed is a separate insert sheet of food information. Copies are available from Harold E. Swanson, general advertising manager.

* * *

FRINGE BENEFIT—*Newsday*, Long Island, has released a brochure describing its Industrial Plant Service. Newsday puts honor boxes in the cafeterias, recreation rooms and other traffic areas of local industries. Company welfare and employe funds share in the profit from the newspaper sales.

* * *

LOCAL NEWS—A *Salt Lake City Deseret News* folder uses its 1962 Pulitzer Prize for reporting "a local story under pressure of deadline" to show the size of its market. The prize was awarded for coverage of a murder-kidnapping-suicide story at Dead Horse Point, 250 miles from Salt Lake City. Maps and pictures show that the Salt Lake Newspapers are the primary news and sales medium for a four-state area of 1.5 million people.

* * *

SCIENCE—The metropolitan Detroit Science Fair, co-sponsored by the *Detroit News* and the Engineering Society of Detroit, awarded five $1,000 scholarships to students whose projects qualified for the fair.

* * *

PANEL—How the Chicago Tribune Consumer Panel provides advertisers with a continuous measurement of product purchases in grocery and drug markets in the Chicago area is explained in a 40-page booklet published by the *Chicago Tribune*. The panel is made up of 725 families who report all of their purchases each week in a specially designed "entry diary." They record more than 1,300,000 separate grocery and drug purchases each year by date, brand, number of units, store or vendor.

Based on the diaries, the Trib research and marketing staff prepares and issues a grocery report every two months, a drugs and toiletries report every three months.

* * *

AD CLUB—Al Sorge, promotion manager of the *Jackson* (Miss.) *Daily News* and *Clarion-Ledger*, has been named president of the Advertising Club of Mississippi.

•

Special Edition Via Carrier to Germany

HARRISBURG, Pa.

A special edition of the *Harrisburg Patriot* was printed recently for distribution in Hamburg, Germany, explaining the newspaper's role in featuring international relationships through "people-to-people" programs.

Pennsylvania's "top newspaperboy" of 1961, selected by the Pennsylvania Newspaper Publishers Association, will distribute the papers on a trip to Germany. He is Clarence M. Ditlow III, 18, a freshman last year at Lehigh University.

26-Day Trip Awarded

The trip to Germany was awarded to Mr. Ditlow by Edwin F. Russell, publisher of the Patriot. Mr. Ditlow is accompanying a group of sons and daughters of Harrisburg Exchange Club members on a 26-day trip to Europe.

The youth trip, "Project USA," is a cooperative venture in which in addition to the Patriot and the Exchange Club, the U.S. Information Agency, the U.S. State Department and *Rasselbande*, West Germany youth magazine, are participating.

•

Name-Tagged Fish Win Press Prizes

TORONTO

The *Toronto Daily Star's* annual fishing derby took place July 2 from sunrise to sunset. Thirty fish were tagged, 20 of them with names from the daily's comic strip characters. Ten fish had blank tags. The fish, large-mouthed black bass, had varying values, with total of $400.

The first 10 name-tagged fish caught were worth $25, the next 10 carried a value of $10, and the blank-tagged fish were worth $10. Name-tagged fish caught after sunset were worth $5.

A Toronto Daily Star representative was on hand on shore to pay out money for tagged fish as fast as they were caught.

PHOTON
For Keyboard Operation
Enables operator to mix 190 type fonts at will.
Wilmington, Mass.

ST. PETERSBURG TIMES SELLS OVER 10,000 ATLAS FLAG KITS IN LESS THAN 6 WEEKS!
You, too, can share in this patriotic public service. Offer your readers Atlas Flag Kits for Labor Day, Citizenship Day, Columbus Day, Navy Day and Veterans Day.
BEST QUALITY • SERVICE • PRICE
3' x 5' 50-star sewed-stripe Flag, 6' jointed pole, ball top, halyard, metal socket; in colorful mailer-box. Complete advertising material.
WRITE • WIRE • PHONE
Immediate Delivery • Guaranteed Sale
ATLAS FLAG CORPORATION OF AMERICA
BENTON, ILL. Tel: GEneral 9-2600
"Home of the American Flag"

PUBLIC RELATIONS:

Clergymen Offered Chance To Learn PR

In recognition of the increasing public relations functions of the modern clergyman, the Program in Public Relations at Columbia University's School of General Studies will place greater emphasis this fall on church PR, according to Robert W. Miller, program chairman.

"Public relations ability is being required more and more by today's clergy," Mr. Miller said this week. "A growing number of clergymen are coming to the program to acquire the necessary proficiency in the field.

Express Concern

"Several clergymen have expressed their concern to me over this gap in their training," Mr. Miller continued. "While the clergy's duties have expanded into the area of public relations, their training has not followed suit. Consequently, they come to us to remedy this deficiency."

Mr. Miller said that beginning in September, not only will greater emphasis within PR courses be given to church problems, but also the program will provide counselling opportunities for members of the clergy who desire to discuss their PR problems and the course offerings.

Columbia's program is designed for those working towards a degree as well as for special students who already have a degree but wish to take a few courses in PR so as to understand its theory and practice and to acquire the ability to use PR skills effectively in their work.

* * *

PRESS RELATIONS MANUAL

Emmett Nathan, a former assistant city editor at the *Newark* (N. J.) *News* and now in the PR department of Western Electric Company, New York, has prepared an 18-page manual on press relations for use by Western Electric personnel who come in contact with the press.

WE, manufacturing and supply unit of the Bell System, has 13 major manufacturing plants and 34 distribution centers from Massachusetts to California, with each center generating news items for local newspapers.

* * *

PR ROUNDUP

• Genisco, Inc., Los Angeles, and its subsidiaries Genistron, Inc., and Eldema Corp., will consolidate all PR, advertising and promotional literature responsibility with Getz and Sandborg, Inc., effective Sept. 30.

* * *

• Robert M. Fuoss, former editor-in-chief of *Saturday Evening Post* magazine, has been appointed vicepresident — public relations of Federated Department Stores, Inc., Cincinnati.

•

Natl Airlines Names

MIAMI, Fla.

R. H. (Bob) Wilson has been named director of public relations for National Airlines, reporting to John L. Morris, vicepresident.

Prior to coming to NAL he had been PR manager of the El Segundo division of Douglas Aircraft Co. in Los Angeles and was with Douglas Aircraft for eight years.

Mr. Wilson had 10 years of newspapering experience.

Huge Drug Company Sponsors Press Visit

CHAPEL HILL, N. C.

A group of 10 North Carolina newspapermen were recently taken on a three-day visit to the Lilly pharmaceutical laboratories in Indianapolis.

The North Carolina Pharmaceutical Association, local drug clubs across the state, and the Eli Lilly and Company cooperated in sponsoring and financing the trip by chartered plane. It was said to be the first time the giant drug firm had opened its facilities on this scale for a press group.

•

Eskimos Publicize Arctic Char Fishing

OTTAWA

A North American "first" was recorded last week at the National Press Club here when two Eskimos from Fort Chimo held a news conference to publicize Arctic Char fishing.

Tommy Adams and Johnnie Berthe handled the question and answer period, the first ever sponsored by an Eskimo organization, (Fort Chimo Eskimo Co-operative) with ease and later impressed a large gathering of the working press with two Eskimo duets.

FOR SALE

At A Sensationally Low Price

30 UNIT

GOSS

Complete Gravure Printing Plant

OFFERED INTACT OR, IN THREE, 10 UNIT SEGMENTS

Each 10-unit press equipped to print up to 5-colors on each side, folded, wire stitched at speeds up to 25,000 40 page products per hour.

AVERY-MACEY International Corp.

420 Lexington Avenue
New York 17, N. Y.
Phone: Le 2-2955

DESCRIPTION OF EQUIPMENT

Cylinders, 65" wide X 44" circumference

*

Two 3-roll unwind stands for each 10 units

*

Cline motors, 100 HP, 250 V, DC, variable speed

*

GOSS Folder: capacity, up to 30,000 wire stitched signatures

*

Standard gravure grinding machine

*

126 copper-plated 65" X 44" cylinders

*

Hurletron Eyes on four 4-color units, and one 3-color unit

*

One, single color cylinder proof press

Write, phone or wire for price and full information. Press units can be inspected by appointment

OWNERS NOT 'INVESTORS'

San Antonio Papers Pledged As Civic Hub

By Jerry Sprague

SAN ANTONIO, Tex.

"The first duty of a newspaper is to report the news.

"That's what we, the new owners of the *San Antonio Express and News*, intend to do."

Thus started a page one editorial in the Express and News on the second day after the Express Publishing Co. came under new ownership of the Harte-Hanks chain. (E&P, July 21).

The change of ownership came officially July 19 as documents were signed between Frank G. Huntress Jr., outgoing president-publisher, and officials of the Harte-Hanks & Co. The sale was originally announced March 6 but final consummation was delayed until approval of the Federal Communications Commission for the transfer of the licenses of KENS radio and KENS-tv stations.

In Consultant Status

The FCC also approved the assignment of the radio station license to Texas Star Broadcasting Co. of Houston, Tex., on condition that Roy Hofheinz, head of Texas Star, dispose of his stock interest and directorship of radio station KRYS in Corpus Christi, Tex. The transfer of the KENS radio license involved a consideration of $700,000. The new owners of the Express Publishing Co. retained the television outlet.

Conway C. Craig, a veteran of 38 years in Texas newspapering, is the new president and publisher of the Express Publishing Co. Houston H. Harte, son of Houston Harte of San Angelo, president of the Harte-Hanks & Co., will be vicepresident and promotion directorr.

Frank G. Huntress Jr. will remain as chairman of the board for five years and as a consultant for another five years.

In the pledge to report the news, the new management stated:

"The Express and News have not been sold to investors nor speculators; they have been sold to newspapermen."

Formerly publisher of the *Corpus Christi Caller-Times*, another Harte-Hanks newspaper, Mr. Craig has been associated with the parent firm since a college student at Abilene, Tex., in 1924.

He was classified advertising manager of the *Abilene Reporter*, where he was associated with the late Bernard Hanks, and shortly after became advertising manager of the Corpus Christi Times. He became publisher of the combined Caller-Times in Corpus Christi in 1939 and was elected president in 1945.

Mr. Craig said upon taking his new position in San Antonio:

"A good newspaper should make itself the hub of all community life. It is not enough for a newspaper to report the news objectively and truthfully, though this must be done; it must go further in fighting for the improvement of its community . . . A newspaper publisher and other executives should help in community activities, not only by means of editorial support, but by active participation . . ."

Established a Daily

The younger Harte has been president of the San Angelo Times for the last six years.

A Navy veteran and graduate from Washington & Lee University in Lexington, Va., Mr. Harte joined his brother, Edward H. Harte, in purchasing the *Scurry County Times* in Snyder, Tex. They converted it into the *Snyder Daily News* with Houston Harte working in circulation and advertising before becoming editor.

Mr. Harte went to Des Moines, Iowa, in 1954 where he worked for two years in the promotion, advertising and circulation departments of the *Des Moines Register and Tribune*. He returned to San Angelo to become president of the papers there when his brother, Edward, went to Corpus Christi, as vice-president of the Caller-Times. Edward Harte is now president-publisher of the Caller-Times.

Board of Directors

The new board of directors of the Express Publishing Co. includes: Huntress, chairman; Craig, Houston H. Harte, Bruce Meador of Abilene, secretary-treasurer; Houston Harte; Eva Mae Hanks and Edward H. Harte, all directors. Stockholders include Reporter Publishing Co. of Abilene, 21.2 percent; Affiliated Newspapers Inc., 35.8 percent; San Angelo Standard Inc., 21.2 percent; and Caller-Times Publishing Co., 21 percent.

The Harte-Hanks firm owns newspapers in eight other cities and towns in Texas. Officials say it is not a "chain." The newspapers are separately incorporated and they are operated independently of each other, with local autonomy.

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Rev. King Reports News Media 'Fair' In Negro Struggle

WASHINGTON

The Rev. Martin Luther King, embattled leader in the fight for Negro civil rights, had a kind word for his treatment by news media at a luncheon at the National Press Club.

Mr. King, the first U.S. Negro ever to speak at a Club luncheon, was asked:

"Would you say that U.S. news media on the whole have been fair in their treatment of your struggle?"

His prompt response:

"Yes, I do."

Speaks of General Picture

He went on to add that he feels the press "generally has been very fair" to his cause. He excluded "some Southern papers which haven't reported the news and do not tell the whole story," then added:

"But when we look at the picture as a whole I would say that the press has been very fair."

A near-capacity crowd of some 400 turned up at the luncheon. The Press Club itself voted in its first Negro member several years ago and now has several.

•

Dailies to Share Offset Plant

SAN FRANCISCO

Dailies in Northern California cities 45 miles apart are embarked on the establishment of a common printing plant. Publication will be from a 12-page Goss offset press.

Installation of the joint production equipment will be in a plant approximately midway between the *Red Bluff Daily News* and the *Willows Daily Journal*, the participants in the enterprise.

The two evening newspapers are published in adjacent counties. They serve cities linked by a major highway.

"We have a worn out press. The Journal has a burned out one," Marion Walker, publisher of the News, said in summing up the situation which led to the joint activity.

The plant of the Journal, published by Edwin F. Davis, was destroyed by fire last Dec. 30. It's 3,000 daily copies are now being printed from the press of the old *Colusa Times-Herald*.

The News, with a circulation in excess of 5,000, has outgrown its press.

Consolidation Extended by S.F. Dailies

SAN FRANCISCO

Further consolidations of some departments of the *San Francisco Examiner* and the *San Francisco News Call Bulletin* have resulted from the Hearst Newspapers' acquisition of full ownership of the NCB six weeks ago.

These departmental amalgamations have achieved a more efficient operation with resultant economies, declared Charles L. Gould, publisher.

Staff adjustments have affected less than three percent of the total personnel of both papers, he declared. This percentage includes economies made in the news departments.

News Amalgamation

"There is no intention of amalgamating the news departments of the two newspapers. The Examiner has historically had the largest, and we believe the best news and editorial department in the city, We do not anticipate any change in this situation," Mr. Gould stated.

The changes provide a single director for such departments as advertising, circulation, mechanical, accounting and promotion. These supplement the previous appointments of Mr. Gould as publisher, Wells B. Smith as general manager and W. H. Mills as business manager of both newspapers. (E&P, June 23.)

Arthur L. Gilbert, Examiner advertising director; H. W. Hailey, Examiner circulation director; Andrew H. Talbot, Examiner promotion manager, and Harry W. Davidson, NCB production manager, have now become directors of these departments for the morning and evening dailies.

In the main, department heads not selected for dual direction have been named assistant directors of departments.

Circulation Shift

An exception was provided in circulation. David Kelley, Examiner, was named assistant circulation director. James H. Mackie, former NCB circulation director, has been assigned to labor and personnel duties for the two papers.

W. J. Griffith is now the chief accountant for the two newspapers. His offices are in the Hearst Building.

Leo Shea has resigned as production manager of the Examiner, ending a 17-year affiliation with the Hearst newspapers.

Mr. Smith described the move as the consolidation of overlapping operations. As one example, he pointed out that duplicated circulation truck runs have been eliminated.

The San Francisco-Oakland newspaper guild reported 35 members had lost their jobs in the recent move. In addition, 10 retirements were listed. Fred Fletcher, executive secretary, said some grievance actions may result from the layoffs.

The greater number of staff reductions have been from the Examiner payroll. Ed Dooley, editor, pointed out that despite 28 net editorial reductions from resignations, retirements and layoffs, the reporting staff has been reduced by only two men.

•

Votes for Reid

Arthur "Red" Motley and his fellow workers at *Parade* are responsible for a lively personal contact campaign in behalf of Ogden (Brownie) Reid's effort to get elected to Congress from Westchester County on the Republican ticket. Mr. Reid, the former publisher of the *New York Herald Tribune*, has served as Ambassador to Israel and chairman of the New York State Commission on Human Rights.

Honolulu Advertiser Promotes G. B. Jones

HONOLULU

Gardiner B. Jones has been promoted from assistant to the editor to associate editor of the *Honolulu Advertiser*.

Mr. Jones, 40, is in charge of the Advertiser's editorial page. He first joined the Advertiser in 1951 as a general assignment reporter, after five years with the United Press. He has been with the paper ever since, as political reporter and in various editor's jobs, except for a year as a publicist with the Hawaii Visitors Bureau.

NEWS RELEASE

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#

The Weekly Editor

LOVEJOY WINNER—MACHINE FOE

By B. K. Leiter

CARBONDALE, Ill.

In Morrelton, Ark., a quiet little community 35 miles southeast of Little Rock, the voters had become accustomed over the years to almost all political candidates for city and county offices running unopposed and almost all of them getting identically the same number of votes each time — at least 90 per cent of those cast.

Then one day about four years ago, Gene Wirges moved to town as the new editor and publisher of the *Morrelton Democrat*, a weekly. He noticed the difference immediately and when he asked an old-timer around the court house about it, he got this reply:

"Young man, in Conway County you don't get elected you get selected. And if you don't get selected you just don't get elected."

Political Control

When he talked to responsible citizens about the matter, he was told that the county sheriff and his political machine had controlled the area with an iron-fist for more than 10 years and there just wasn't anything that could be done about it.

Mr. Wirges thought otherwise. And as a result he has waged a four-year editorial war against political graft and corruption that has resulted in his being shot at, beaten, threatened with anonymous telephone calls, sued, and investigated by a grand jury that was supposed to be investigating political hanky-panky.

For this relentless fight to bring clean government to his area, Mr. Wirges received the Elijah Parish Lovejoy Award for Courage in Journalism recently.

The award was given to Mr. Wirges at the International Conference of Weekly Editors by Dr. Howard R. Long, chairman of the Southern Illinois University Department of Journalism and secretary-treasurer of the conference.

The award memorializes a pre-Civil War Illinois editor who was killed defending a free press.

Looked for Facts

"Although I realized something was amiss," Mr. Wirges said, "I was determined not to express myself editorially until I had all the facts.

"I didn't want to be in a position of leaping before I looked."

It didn't take him long to start getting the facts, however, and even before he wanted to, he was in the thick of a fight with the county political machine.

"A group of farmers came to me about a special election they were having in one section of the county to recall three school board members," he recalled.

"There was a charge of missing money, misappropriated funds and other hanky-panky, but we realized even with evidence we'd have a hard time unseating the members because they were machine-backed."

One of the first things Mr. Wirges did was to insist that the people who instituted the recall have representation at the polling places.

"Up to that time the sheriff selected all the election officials, poll watchers and others," he said. "But we got representation at the polls. One of our poll watchers actually had to sit on top of the ballot box after the polls closed to keep them from stuffing it."

When the final tally came in, the farm group won by a narrow 13-vote margin and the machine politicians were recalled.

MARTYR'S GRAVE—Gene Wirges, Lovejoy Award winner; Mrs. Damon Fair, vicepresident of the Lovejoy Memorial Foundation which provides scholarships; Weimar Jones, president of the International Conference of Weekly Editors; and Dr. Howard Long of Southern Illinois University, place a wreath on the grave of the Rev. Elijah P. Lovejoy, press martyr, in Alton (Ill.) Cemetery.

Investigative Reporting

Mr. Wirges turned up and reported for his readers everything from pay-roll padding to stealing funds — things that everyone suspected and some people actually knew about but no one dared to say out loud.

"The pay-roll padding had an unusual turn," Mr. Wirges recalled. "The sheriff had his wife on the payroll for $3,500 a year as a deputy and she didn't ever show up at the courthouse. Of course, you couldn't hold that against her because she didn't know until she read it in the paper she was on the payroll."

Mr. Wirges soon found that he was fast becoming the most unpopular man in the county as far as the political machine was concerned.

He turned up hanky-panky in a township election simply by going out and interviewing the voters. The announced election results showed that the machine candidate won 93-2. Yet the first voters Mr. Wirges interviewed swore that they had voted against the machine candidate.

It was during this time that he stopped under a tree to chat with a friend and a bullet struck the tree above his head.

"I couldn't prove that it was positively meant for me, but I've got a pretty good idea," he said.

That weekend brought a spate of anonymous telephone calls, advising Mr. Wirges to "lay off." One night a shower of stones rattled off the roof of the family home, situated on a secluded 10-acre tract some distance away from the closest neighbor. A neighbor friendly to Mr. Wirges' cause maintained a shotgun outside the home the rest of the night.

"We slept with a shotgun for nights," said his wife, Betty, the office manager of the paper.

Although none of the threats involved their four children, Mr. Wirges took the children and his wife to Little Rock to stay with her parents.

Still Fighting

Despite all of this, Mr. Wirges continued his relentless fight to bring clean government to Conway County.

His biggest battle today is a campaign to change from

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Wilmington, Mass.

mayor-alderman type government to city manager plan.

The city-manager referendum lost by a vote of 1,336 to 810, and Mr. Wirges was beaten up by a local official in an election-night argument. Both men sued the other.

Mr. Wirges said he has received a lot of behind-the-scenes encouragement from citizens, but nothing from public officials.

When he forced a grand jury investigation of city-manager election irregularities, the county prosecutor turned it into a three-day inquisition with threats to cite the editor for contempt.

Mr. Wirges said sneak attacks have included an attempt to sell his paper on an old judgment; efforts to force his suppliers to cut him off; attempts to bribe his employes; and efforts to blacken his character.

"They try to sell us out or close up about three times a week," he said. "But we are still there and we are going to stay."

Mr. Wirges, a native of Little Rock and a newsman since 16, has been a cub reporter and photographer on the *Arkansas Gazette* and worked on other Arkansas papers before moving to Morrelton. His father, Joe Wirges Sr., has been a police reporter for the Gazette for 45 years.

* * *

GOLDEN QUILL AWARD

Don Pease, co-editor of the *Oberlin* (Ohio) *News-Tribune*, was named recipient of the 1962 Golden Quill Award for outstanding editorial writing.

The award was presented to Mr. Pease by Weimar Jones of the *Franklin* (N. C.) *Press*, retiring president of the International Conference of Weekly Editors.

Mr. Pease was cited for his editorial entitled "We Used To Be Like The Szabos." In it, the editor praised a young Hungarian refugee couple who overcame tremendous odds through great personal sacrifice in order to obtain an education so they could better themselves.

Mrs. Gordon Clemetson, first woman president of the Guild of British Newspaper Editors, gave the Sigma Delta Chi lecture at the dinner.

Mrs. Clemetson is editor-in-chief of the five newspapers in the *Kent & Sussex Courier* group in England.

* * *

NEW OFFICERS

Edward DeCourcy of the *Newport* (N.H.) *Argus Champion*, was elected president of the conference. Other new officers are: Omer W. Johnson, *Kettering-Oak Wood* (Ohio) *Times*, vicepresident, Dr. Howard R. Long, chairman of the Department of Journalism, reelected secretary-treasurer, Mrs. Edith Boys Enos, *Mishawaka* (Ind.) *Independent Enterprise*, elected to the board for a three year term, Landon Wills, *Calhoun* (Ky.) *McLean County News*, elected to the board for a one year term.

* * *

SALES REPORTED

MERCERSBURG, Pa.

Lester S. Waidlich has sold his interest in the weekly *Mercersburg Journal* to Willis M. Kane, his partner the past 13 years. Sale includes a job plant.

* * *

NEW CITY, N. Y.

Alvan H. Goldstein has purchased the *County Citizen* here from Radio Station *WLNA*, Peekskill and New City, which has owned the newspaper for two-and-one-half years.

Scott Witt, who has served as editor of the Citizen since its purchase by WLNA in 1960, will remain in the capacity to help guide the transition process, but plans to return to his primary field, WLNA radio news reporting, in August.

The first change instituted by the new owner was a return to tabloid format. Mr. Goldstein is an advertising and communications executive.

* * *

MADISON, Wis.

Marshall F. Browne, founder and publisher of the 38-year-old *East Side News*, has sold the weekly to Robert J. Doyle and James R. Hickey.

The sale does not include the equipment or plant of the East Side Print Shop Inc., which will continue its commercial printing business under management of Marshall F. Browne Jr., president. The elder Browne plans to retire.

Mr. Doyle, 47, will continue his Madison public relations business, Robert Doyle Associates. Mr. Hickey, 28, an associate of Mr. Doyle, is now completing work for a master's degree in journalism at the University of Wisconsin. He formerly worked as a reporter on the *Casper* (Wyo.) *Tribune-Herald*, *Billings* (Mont.) *Gazette*, and *New Braunfels* (Tex.) *Zeitung-Chronicle*, and as editor of the weekly *Alice* (Tex.) *News*.

* * *

WALLACE, Idaho

The *North Idaho Press* here has been sold to the North Idaho Publishing Company, according to Duane B. Hagadone, president of Lake City Printing Company, Coeur d'Alene.

R. J. Bruning has been named publisher.

North Idaho Publishing is owned jointly by Mr. Hagadone, Mr. Bruning and Henry L. Day and Harry F. Magnuson, both of Wallace.

Lake City Printing acquired the newspaper from Grant Publishing Company last month. Mr. Bruning, who has been general news editor of the *Coeur d'Alene Press* for the past six years, was city editor of the North Idaho Press and its predecessor, the *Wallace Presstime*, from September, 1940, until coming to Coeur d'Alene in May, 1956.

* * *

DUNLAP, Tenn.

The *Dunlap Tribune*, a weekly newspaper established in 1889, has been sold to Mr. and Mrs. Robert W. Hale of Pikeville.

Mr. and Mrs. Hale also have purchased the *Pikeville Bledsonian-Banner*.

Mr. and Mrs. Arthur Meyer, former owners of both weeklies, said they will now devote their full time to teaching. He is an instructor at Bryan College in Dayton, and she in Rhea County schools.

* * *

HARTWELL, Ga.

N. S. Hayden and Virgil Adams of Jefferson have purchased controlling interest in the *Hartwell Sun* from Max G. and Edna M. Pfaender.

The county-seat weekly newspaper, commercial printing plant and office supply business was founded in 1876 and will be incorporated as The Sun Inc.

Mr. Hayden has been editor of the *Jefferson Jackson Herald*, for the past two years, while his wife Elaine has been managing editor. The two will take identical responsibilities at the Sun.

Mr. Adams has been employed as personnel manager of the Jefferson Mills Inc. for the past five years and prior to that worked in the editorial offices of the Georgia Agricultural Extension Service, Athens.

The two will take over management of the Sun August 1.

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SYNDICATES

235 Syndicates; 1,600 Authors and Artists

By Ray Erwin

Newspapers today have more features provided them by more authors and artists through the services of more syndicates than ever before.

This heartening fact is gained by a statistical analysis of the EDITOR & PUBLISHER 37th Annual Directory of Syndicates and Features, issued as a second section of the regular E&P today.

Big and Small

Monopoly charges cannot successfully be leveled against newspaper syndication in view of the fact that there are more syndicates operating today than ever before and they are offering more features in text and cartoons and photographs than in any previous year.

The new Syndicate Directory lists 235 separate syndicates, ranging in size from one with 181 different features to many single feature syndicates.

No fewer than 1,600 authors and artists produce the features.

By Classification

A study of features in the Directory by classification reveals a very wide range of reader interest is covered. A newspaper feature editor may choose from this vast number of features:

Astrology-Graphology—22.
Automotive—13.
Aviation—1.
Boating—7.
Books—36.
Bridge—9.
Business-Financial—71.
Cartoons and Panels—197.
Chess-Checkers—2.
Children—61.
Columns—541.
Comics—266.
Editorial (Text)—84.
Editorial Cartoons—17.
Fashions—64.
Fiction—10.
Fillers—82.
Food—38.
Gardening-Farming—24.
Health—42.
History-Politics—36.
Household - "Do-It-Yourself"—79.
Maps—7.
Motion Pictures—41.
Music—29.
Nature—12.
Patterns—27.
Photography—4.
Puzzles-Quizzes—86.
Radio and Television—27.
Religion—70.
Research-Polls-Surveys—16.
Science—55.
Serials—28.
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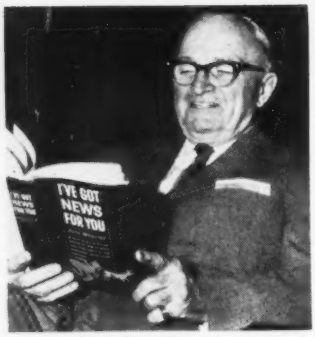

AMUSED READER—Former President Harry S. Truman chuckles as he sits in the Truman Library in Independence, Mo., and reads "I've Got News For You" (E. P. Dutton & Co.), by John N. Wheeler, Chairman of the Board of the Bell Syndicate and its various affiliates. Mr. Truman wrote Mr. Wheeler: "I have been reading your book and have had many a good laugh at it. I don't know when I have read a book that I enjoyed more."

* * *

Cuban Says Reporters Are Pro-Castro

Carlos Todd, a refugee Cuban political writer who is now president and editor of the Cuban Information Service, Coral Gables, Fla., accused three American reporters of writing distorted stories on Cuba in favor of the Castro regime.

In testimony before a Senate hearing, Mr. Todd named the reporters as retired Brig.-Gen. Hugh B. Hester of Chapel Hill, N. C., Charles Kuralt and John Hiawaceek.

In reply, a spokesman for the North American Newspaper Alliance said Mr. Hester and another writer, Jesse Gordon, wrote three stories which were straight interviews with top officials of the Cuban government about six or eight months ago. Mr. Hester has had no further connection with NANA, it was said.

Richard S. Salant, president of CBS News, said his organization has complete confidence in the abilities and objectivity of Charles Kuralt.

* * *

Herald Trib Syndicate Editor Resigns

Harry Welker, editor of the New York Herald Tribune Syndicate for the last five years, has resigned to enter business for himself. He said he will make a later announcement when his plans have been completed.

Homemaking Column Ready

In "Polly's Pointers," a new five-times-a-week column distributed by Newspaper Enterprise Association, Polly Cramer will answer questions on homemaking. She'll not only pass on her own practical and reliable pointers gained through 30 years of homemaking but will also include short cuts and work-saving tips sent in by readers.

Each day's release will feature a one-column sketch illustrating one of the provocative pointers.

Silver Dollars

To add incentive to reader response . . . to give newspapers a novel promotion angle, Polly will award shiney silver dollars to every woman whose tip is featured in her column.

Years of practical experience

Polly Cramer

as a homemaker have made Polly well aware of the problems confronting housewives; have enabled her to accumulate a fund of useful knowledge on the daily routines of housekeeping, decorating, cooking, sewing, and remodeling.

In addition to her former "Polly's Quiz" column, which is being absorbed into this new format, Miss Cramer has written a homemaking and decorating column for the *Cincinnati* (Ohio) *Post and Times-Star* for 20 years. For the last decade she has been an editorial consultant for Good Housekeeping, Better Homes and Gardens, and Successful Farming. She is a member of the Home Fashion League and Press, affiliate member of the American Institute of Decorators.

"Polly's Pointers" is a no-extra-cost addition to the NEA Full Service. The first weeks' columns will be in the NEA Women's Page envelope Aug. 1.

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Chicago Tribune-New York News Syndicate, Inc. *News Building, New York Tribune Tower, Chicago*

SYNDICATES

Abney Chronicles 'Lightest Mexico'

By Charles Guptill

(Mr. Guptill is a former Associated Press General Manager for Mexico and Central America).

MEXICO CITY

One of the best features coming out of Mexico today is a column called "Lightest Mexico."

It is the brainchild of old-time newsman and ex-Marine John Abney, and very well could be titled "Brightest Mexico." For day in and out, the product is filled with sparkling sidelights of the colorful and sometimes baffling facets of the Mexican scene.

John Abney

'Abney's Aberrations'

It is likewise sprinkled with offbeat and wryly humorous observations on life in this republic which inspired one of the column's critics-admirers to suggest that the title should be changed to "Abney's Aberrations."

Whatever it is called, it is plain that it has editorial appeal. Starting out a little more than six months ago, it now appears in more than 100 newspapers, large and small, from the Canadian to the Mexican borders, with a gross circulation in the millions. A majority of them are using Abney's ruminations as a regular feature. The *Houstoon* (Tex.) *Post*, *Arizona Daily Sun* (Flagstaff) and *Newcastle* (Pa.) *News* are among his "regulars."

In a sense, this widespread acceptance is only slightly less than phenomenal among U. S. editors whose customary resistance to any information from South of the Border — short of violent revolution — is traditional.

Good Neighbor

If Abney's illuminating reflections on life in this sometimes misunderstood land continue to attract the readership interest they have begun to enjoy, he may well end up doing more for relations between Mexico and the United States than the Good Neighbor Policy and the recent ecstatic visit of President Kennedy and wildly-applauded Jacqueline.

A new and fresher image of Mexico has long been needed by the U. S. reading public and "Lightest Mexico" takes a step forward in supplying it. It can't help but prove to be required reading for the hundreds of thousands of Americans who annually plan Mexican vacations and the half million who actually come.

To gather his material, gregarious Abney roves far and wide. Well, roves may not be the word. Perhaps "lumbers" better fits both the gait and the anatomical conformations.

Curious Reporter

In any case he pokes a curious eye — and a seldom extinguished cigar — in any situation which he believes will produce an item which will fascinate the American reader.

He has ridden mules into the mountains of Oaxaca; ogled the scenic and female beauties of Acapulco; penetrated those surviving male refuges, the Mexican saloon from which "females, wandering musicians and soldiers in uniform" are banned; braved the fleshpots of the northern frontier; and gravely viewed the beauties of the Mexican Folklore Ballet.

Yes, he's a man who gets around, even though you'd need a king-size tape measure to get around *him*.

An old-time United Press and Associate Press reporter, he is writing about the surroundings he loves and understands. How else could he do it so well?

Mr. Abney syndicates his column from the Club de Corresponsales Extranjeros, Hotel Reforma, Paseo de la Reforma, Mexico, D. F.

New Picture Service Starts

Toronto Telegram News Service and Federal News Photos of Canada have launched a combined picture service to provide a daily package of Canadian and foreign news and feature pictures.

The enlarged daily service is being distributed to 23 Canadian and U.S. subscribers in addition to foreign outlets.

The Federal-Telegram service utilizes staff and string correspondents throughout Canada. Staffers are frequently assigned to foreign stories to supplement coverage obtained through exclusive exchange agreements with foreign agencies, including the official photo agencies of such countries as France, West Germany and Belgium.

* * *

Blind Author's Book Serialized

A 14-page serialization of the book, "To Catch An Angel — Adventures in the World I Cannot See" (Vanguard Press), by Robert Russell, is planned by Page One Syndicate, which is headed by H. R. Wishengrad.

Each installment averages 1,000 words. Serialization begins Aug. 12.

Mr. Russell was blinded as the result of an accident at the age of five. He is married and is the father of four children. He is presently professor of English literature at Franklin and Marshall College, Lancaster, Pa. He is a graduate of Yale, where he was a champion wrestler, and of Oxford University.

* * *

Dorothy Draper Elected

—Dorothy Draper, who writes the "Ask Dorothy Draper" column on interior decorating for Adcox Associates, San Francisco, was elected national president of the National Society of Interior Designers for 1962-63.

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UNITED FEATURE SYNDICATE, INC., 220 East 42nd St., New York 17, N.Y.

Syndicate Sentences

—United Feature Syndicate columnist Doris Fleeson has fully recovered from her recent automobile accident in Washington and left for Europe June 30. She will file her column enroute to and from various European capitals. Another European-bound UFS writer, Dr. Ernest G. Osborne, is on a six-week tour that includes a meeting in Paris of the various staffs of *Ecoles des Parents* from Western Europe. Dr. Osborne is the author of United Feature's "The Family Scrapbook."

—Herb Caen, "It's News To Me" columnist (Chronicle Features, San Francisco) spoofed the currently popular household hints columns the other day, turning his own pillar into a report on some amusing and miraculous hints of how to do things around the household. Incidentally, Herb's a bachelor, so his "information" in this department is doubly surprising.

—Irving Phillis, creator of "The Strange World of Mr. Mum" cartoon panel for the Hall Syndicate, wrote these lyrics for a song featured at the recent Rotary International convention in Los Angeles:

Rumble, rumble, rumble, hear those presses roar and grumble
Toward that *dead-line*
Faster, faster, faster, so that good news and disaster
Makes that *head-line*
While the city sleeps the monsters thunder
Devouring facts that mark an age of wonder
Fed by men who race the sun
Men who live life on the run
After *News! News! News!*
(Off: *Extra!*)
To feed those presses keep them free
The hub of our de-moc-ra-cy!

Patter Chorus

Speed the news from far and wide
News from every countryside
News of hope, unrest, se-di-tion
Get it in that first edition.
Kennedy confers with France
Movie star has new romance
Man bites dog and dog gets rabies
Rabbits now adopting babies.

Congressman to face indictment
Closes mouth in his excitement
Laughter, heartaches, joy and tears

Human hopes and dreams and fears.

Features, sports reports, reviews
Give the public all the news.
Astronaut with press discusses
Vacation trips in moon-bound buses
Seamen find a monster mammal
Jackie rides an Indian camel
News from Science on atomics
After that, here come the comics.
Tracy battles single handed
Orphan Annie is left stranded
Charlie Brown outdone by Snoopy
Dogpatch folk are feelin' droopy
Dennis puts his block in danger
Mr. Mum's Strange World is stranger
Ella Cinders crossed by fate
Will help come or be too late?
Who knows 'til the daily sheet
Hits the stands, rain or sleet.

GUIDE TO GLAMOUR—Reba (left) and Bonnie Churchill, who write from Hollywood the column, "Youth Parade," distributed to 200 newspapers by the National Newspaper Syndicate, Chicago, are authors of "Reba and Bonnie's Guide to Glamour and Personality," a new beauty guide for teenagers, published by Prentice-Hall. The column last year brought the sisters 850,000 letters inquiring about everything from coiffures to calories, from clothes to cosmetics.

Arthur J. LaFave Dies In Cleveland

Arthur J. LaFave, 61, who for the last 30 years had been manager of the LaFave Syndicate, Cleveland, died July 19.

The syndicate is operated in Mr. LaFave's home and handles seven features. Its "Napoleon" appeared in the *New York World-Telegram* for three decades. Mr. LaFave's first syndicate experience was with the McNaught Syndicate, which he left in 1932.

COL. CANYON RE-ENLISTS—Milton Caniff (second from right) sits for a "portrait" drawn by editorial cartoonist Bill Mauldin during party following the signing of a new five-year contract with Field Enterprises, Inc., for "Steve Canyon" comic strip, which is 15 years old. Under the contract, the strip will be distributed by the Sun-Times & Daily News Syndicate, Chicago, through which it currently appears in 650 newspapers. Marshall Field Jr. presented Mr. Caniff with a gold-engraved reproduction of the very first Canyon strip, after which the cartoonist was honored at a dinner. Kibitizing are some other members of the syndicate (from left) George Sixta ("Rivets"), Carl Grubert ("The Berrys"), Jo Fischer ("From Nine to Five"), and editorial cartoonist Jacob Burck.

Cartoon Doctor Always Accurate

Dr. Nick P. Dallis, creator of the comic strip, "Rex Morgan, M. D." (Publishers Syndicate, Chicago), said he has never received a medical complaint about Rex Morgan.

That is not particularly surprising since Dr. Dallis was a practicing physician for 15 years before he gave up his practice to devote fulltime to writing comic strips. Dr. Dallis, while visiting in San Diego, was interviewed by the *San Diego* (Calif.) *Union* July 5.

Dr. Dallis said he had the character Rex Morgan in mind for many years, but it wasn't until late 1945 that he was able to do anything about bringing him to life in a comic strip. He said Morgan's relationship with patients in the comic strip is based on his own professional experience.

"He's a general practitioner and I try to make him a typical family physician," Dr. Dallis said. He added that he consults doctors on the various medical specialities discussed in the strip so that it will be technically correct. He said he does considerable research himself to keep Morgan accurate.

* * *

FOOTBALL INSTRUCTION

One of the most legendary American players ever to perform in the Canadian League is writing a 12-week series of three-a-week football instruction columns.

The player: Jackie Parker of the Edmonton Eskimos, and a graduate of Mississippi State.

The column: Pigskin Pointers, which stresses advice and tips to youngsters.

The syndicate: Toronto Telegram News Service.

Parker, three times voted the outstanding football player in Canada and hero of three Grey Cup Canadian finals, will debut Sept. 4. As a bonus, charter subscribers will receive free Parker's coverage of the Grey Cup game in Toronto Dec. 1.

* * *

Arthur Folwell, 84

Arthur H. Folwell, 84, writer and editor associated with the *New York Herald Tribune* for 40 years until retirement four years ago, died July 12.

He continued to write the script for "Mr. and Mrs." the husband-and-wife comic strip with which he had been associated since 1929, until four years ago. He retired in 1949 as editor of the Herald Tribune Sunday drama section.

Story-Photo Team Covers 30 Colleges

DETROIT

An effort to tell its readers about Michigan's colleges and universities—big and small—has brought rewards to the *Detroit News*, both in circulation and reader interest.

Editors at the News believe other newspapers might well find their state's institutions of higher learning fine places for similar stories.

The News sent a reporter-photographer team, William W. Lutz and Charles T. Martin, to 30 colleges and universities. Some were so small many readers (and some staff members) had heard little about them.

The stories began with a back page piece on Ferris Institute at Big Rapids in the central part of the state. It was to have been a "one-shot" piece, but the response was considerable.

Ralph R. Reed, state editor, decided to send Lutz and Martin to Albion, Hillsdale and Olivet for pieces on the schools there. They also ran on the back page and interest continued to grow.

As reader interest increased, editors decided that each of the state's schools would be covered.

Lutz and Martin traveled 8,000 miles and they were greeted with increasing enthusiasm on each campus visited.

Circulation Boost

The schools and the towns and cities in which they are located knew in advance when the pieces on their respective institutions were to run. Circulation department representatives distributed posters and placards telling of the stories and arrangements were made for added papers.

The papers sold quickly. One small college (500 students) ordered 1,200 copies. Other schools placed large orders. Alumni throughout the state voiced pleasure with finding up-to-date descriptions of their alma maters. Many, of course, were News subscribers, but others were not.

So many requests for extra copies came to the News early in the series that it was decided to furnish each school with a matrix of the story and a set of the pictures used with the piece. The schools, in turn, had the articles reprinted for distribution. The University of Detroit reprinted its story in booklet form.

Finally, there was one other important result of the series, according to the registrars of the Michigan schools. Application requests for enrollment increased suddenly, from 10 to 64 percent in some cases.

The registrars said it proved that parents wanted to know about their state's schools for their sons and daughters.

IN GOOD STANDING—The Houston Chronicle's vicepresident and general manager, J. H. (Jake) Butler, at left, receives a certificate from J. Frazier Moore making him an honorary member of the International Printing Pressmen's Union. The event took place at the Southwest Conference of Printing Pressmen. Mr. Butler began his career with the Chronicle 52 years ago as an advertising clerk.

•

Harry Daar Retires

SAN FRANCISCO

Harry Daar has retired at 74 after 58 years with the *San Francisco Examiner*. He was composing room foreman for 35 years. Mr. Daar joined the Hearst newspaper as office boy to Dent H. Robert, publisher. During the 1906 earthquake and fire he performed special duty as a messenger for William Randolph Hearst.

PHOTON

For the broadest line of phototypesetting equipment available anywhere.

Wilmington, Mass.

In Research Shop

CLEVELAND

Al L. Petrie, formerly manager of Bond Stores Inc. in Cleveland, has joined the market research department of the *Plain Dealer*.

Crowds Celebrate With Newspaper

LIMA, Ohio

One of the all-time great crowds in the history of Lima turned out on the Fourth of July to celebrate not only the national holiday, but also the fifth anniversary of the *Lima Citizen*.

Estimates of the crowd ranged from 50,000 to 75,000. People and cars swarmed into the Fairgrounds area from every gate, and cars backed up in a solid stream from the Fairgrounds entrance to the center of the city, four miles west.

The Citizen instituted the July 4th celebration five years ago as a gesture of thanks to the community for its support of the newly established newspaper.

Highlight of this year's program was the air show presented by the USAF Thunderbirds.

•

On Finance Staff

Gordon Williams, former assistant bureau manager for *Business Week* in Chicago, has joined Business Week's Finance Department in New York. He worked for the *Gary* (Ind.) *Post-Tribune* and the *Chicago Sun-Times* after graduating with a B.S. in Journalism from the University of Illinois.

That's about all the time you need to peruse a copy of Editor & Publisher. It's the short, easy, dependable way of getting "in the know" and staying there!

Name .....

Address .....

City ..... Zone .... State .....

Company .....

Mail check to

Editor & Publisher

850 THIRD AVENUE NEW YORK 22, N. Y.

$6.50 a year, U. S. and Canada—all other countries, $10.00

PHOTOGRAPHY

Mood Pictures Made With Photo Montage

By Robert A. Sievert

"The same trite stuff! Can you never be creative?"

How many times have such words from your editor rung in your ears? The montage approach may bring about the desired smile which makes the assignment worthwhile.

About 11 o'clock one morning I received the assignment to shoot a picture of the winner of a Father's Day contest entitled: "I Think My Pop Is Tops." My immediate reaction was to include the father in the picture, capturing the proud father idea. The picture was arranged for the noon hour when the father would be home. The completed picture was to be ready by 1 p.m. Most of the thoughts on the picture came as I traveled to the home; such ideas as the father proudly looking down at his son, and the son smiling up to his father.

Also the "winner's" kiss between the father and the son raced through my mind. Then I thought of the contest the young boy had won. The montage idea fit perfectly! Capture the boy thinking, and capture his thoughts. Of course, I also shot the picture of the father and son looking admirably at each other and the embrace pose. There was no question on the part of the editor as to which one to use. *(See cut)* And the desired smile of an assignment well done was again prevalent.

It's Different

What makes the montage so appealing to the editor? It's different! Good editors are always looking for that something different. Because it is different it seems to catch the observer's eye more readily. And actually, the editor is just a specialized observer. Finally, that is the purpose of any photograph—to catch the eye of the viewer.

For example, the typical fall shot of returning football lettermen may be used. Lining the players up on the bleachers or over a football is the trite pose. However, football is associated with the huddle. How much more appealing and eye-catching is the montage pictured with the lettermen in a huddle formation and the coach "burned" into the middle?

"Informative" is another trait of the montage. The montage is capable of relating a more complete and more detailed story than a single picture. If a picture is worth a thousand words, then a photo montage should be worth two, three, or even four thousand words.

It's Creative

The montage is also creative. It adds mood to your photo. You can create almost any type of mood you may desire for your photo by the use of the montage. Think what the picture should say and create a photo montage to say it. Let the montage speak for itself and it will sell itself to the editor.

Typifying the mood a photograph should portray is the attempt in the montage of the high school homecoming queen dreaming about the big game on Saturday. The theme for that particular homecoming was "It's all in the game." If offered itself very favorably to a creation. The judgment of the editor as to which picture to run of the homecoming queen was instantaneous. The cliche type of picture of the queen with her court was immediately filed. The picture that was different again caught the spotlight.

A good photo montage requires extra skill and time in the darkroom which many photographers loathe. A few useful hints in the darkroom technique may make the technical end of the montage somewhat easier and more enjoyable.

Plan Shots

Darkroom difficulties can be eased very much if your picture is posed and composed before you set out on your assignment. Plan before you snap. A mental picture should be created before you try to capture the physical one. Know exactly how your picture is to appear, then pose your subjects to fit the appearance.

The general shape of your picture should conform to the masks by which you have planned to create the montage. All masks necessary for your montage should be drawn and cut out before actual printing begins. This can be done while the film is washing and drying. A precise drawing and cutting of the masks is a prerequisite.

A saving of material and time is the desire of all photojournalists. In making a photo montage this can only be accomplished by making test exposures on all negatives to be used. The thing to remember is that all photos in the montage will be in the developer the same length of time. So the aperture and time of exposure should be adjusted to give all photos the same contrast in the same period of time in the developer. One and a half to two minutes seems to be a basic length of time for a print to remain in the developer for proper contrast.

The photo montage can also become a trite creation on the editor's desk if it continuously takes on the same appearance. Vary the size and shape of masks for different effects.

•

(Mr. Sievert is a member of the Wisconsin Press Photographers Association. His pictures appear in several Wisconsin dailies.)

I THINK MY POP IS TOPS—A photo montage by Bob Sievert of Beaver Dam, Wisconsin.

Jury Group Picture Cause of Dismissal

PHOENIX

A group picture of newly impaneled Maricopa County grand jury members taken by *Phoenix Gazette* reporter Lloyd Clark resulted in the dismissal of the jury foreman.

When the picture was published in the Gazette, the foreman was identified by police officers as a man who had pleaded guilty in Superior Court a month earlier to a charge of contributing to the delinquency of a minor.

Room for Editors In Psychiatric Center

Editors, among other "disturbed adults" will be accommodated in one of four pavilions planned for Marsalin Institute, a new $2,000,000 national center of Catholic psychiatry in Hollister, Mass.

Rev. Dom Jerome Hayden, O.S.B., founder and president, made room for the editors in answer to a question at a New York press conference opening a fund drive last week.

Others for which pavilions are planned are "retarded or disturbed children, socially maladjusted adolescents, and business and professional people who are failing vocationally."

Father Hayden described alcoholism as "a mental, not a physical disease" and said newspapermen were not as prone to it as were "quiet indrawn people."

Price Will Conduct Class at Marquette

MILWAUKEE

Warren C. Price, professor of journalism at the University of Oregon, has been appointed to the Lucius W. Nieman chair of journalism at Marquette University for the spring term of the 1962-63 school year.

He will be the first occupant of the Nieman chair, established in the Marquette College of Journalism by Miss Faye McBeath, niece of Lucius Nieman, former publisher of the Milwaukee Journal.

Behind-Pins Picture Cops $500 Prize

For the second consecutive year a thrilling photo of a tournament champion was the judges' selection for the $500 first prize in the Brunswick National Bowling Photo Contest.

Winners of the 1962 search for the best bowling pictures was George Wheeler, sports photographer for the *Miami* (Fla.) *Herald*. His picture, taken from behind the pins at the National All-Star Tournament, caught bowler Shirley Garms in a kneeling pose while on the way to her "come-from-behind" victory.

Noting that an All-Star Tournament was also the setting for last year's winning photo which was taken by *Omaha* (Neb.) *World Herald* cameraman Pat Hall, Brunswick's Bowling Division public relations manager Harry A. Grove reported that Mr. Wheeler received an additional 10% bonus for submitting proof of publication with his entry.

660 Entries

Prizes totaling over $1,700 were awarded for the 14 top pictures which were judged for their portrayal of bowling fun and excitement. They were selected from over 660 entries, some 260 more than were received during the first contest.

The $300 second prize was awarded to Frank Peckham, an aircraft mechanic from Wantagh, N. Y., for an entry showing a young girl's delight at rolling the ball down the center of the lane.

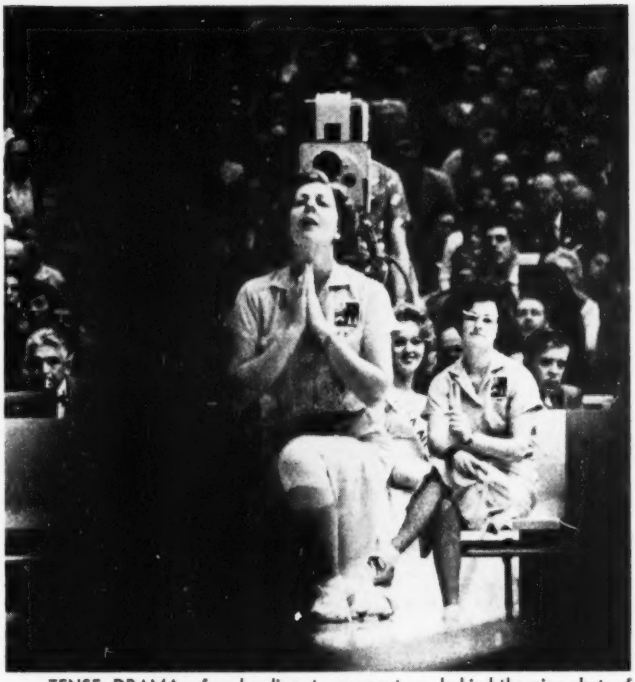
Drake University student newspaper photographer, Tom Patrick, of Des Moines, won the $200 third prize with an upper balcony view of an entire American Bowling Congress squad preparing for tournament competition. His photo was published in several local papers and carried by a wire service to make him eligible for the 10% bonus.

The choice for fourth prize, $100 plus 10% bonus, was Art Rickerby, *Life*, for part of a series depicting the unique styles of junior bowlers.

Ten awards of $50 each were made to eight honorable mention winners. Ted Walls, photographer for the *Akron* (Ohio) *Beacon Journal*, and Gilbert Barrera, cameraman for the *San Antonio* (Tex.) *Light*, both had two of their entries selected.

Other prizes were awarded to New York freelance photographer Barry Kramer; Frank Kuchirchuk, of Cleveland's King Feature Syndicate office; Mort Luby Jr., president of *Bowlers Journal* magazine; and first-place winner George Wheeler.

Also winners were Dick Sroda of the *Wisconsin State Journal*, Madison, Wis., and Barry Edemonds, *Flint* (Mich.) *Journal* photographer. Both were also winners in the 1961 contest.



TENSE DRAMA of a bowling tournament—a behind-the-pins shot of Shirley Garms at the All-Star championship—was pictured by George Wheeler of the Miami Herald and won $500 for him. He used Tri-X film at 1/250 sec. f/4 lens opening, in light from television lamps of regular auditorium illumination.

•

Dear Bequest Starts Scholarship Fund

NEW BRUNSWICK, N. J.

The New Jersey Press Association his established a scholarship program with an initial bequest of $2,500 left by the late Walter M. Dear, former publisher of the Jersey City *Jersey Journal* and a past president of the American Newspaper Publishers Association.

When the terms of Mr. Dear's bequest were announced, several association members pledged contributions which added $1,000.

Gregory Hewlett, publisher of the Maplewood-South Orange *News-Record*, and chairman of the Journalism Committee, will head a drive to obtain additional contributions from newspapers both within and without New Jersey.

The scholarship program will offer financial aid to college students who plan to enter newspaper work as a career.

Special Clinics Aid the Staff

LONDON, Ont.

A series of special newspaper clinics aimed at explaining newspaper policy and basic practices in regard to news gathering and news editing has been successfully carried out by the *London Free Press*.

M. D. Macdonald, news feature editor, who organized the programs, explained that the clinics were directed mainly at newsmen and news editors and covered such topics as news writing, editing, news presentation, newspaper policy and objectives of the newspaper in the publishing field.

Held in the newspaper's cafeteria, the one hour once-a-week clinics were attended by about 70 persons representing editorial personnel, promotion, sports and women's departments.

Six clinics were held, and each took the form of a lecture or panel followed by a question and answer period.

Speakers included W. G. Trestain, general manager; C. R. Turnbull, chief photographer; Dennis Adkin, night news editor; James O'Neail, Western Ontario editor; W. S. Robinson, city editor; Neville Le Capelain, day news editor; W. Ivor Williams, managing editor.

Newsprint Group Ups Union Scale

The Eastern Canada Newsprint Group of companies has granted members of three unions an hourly pay increase of one cent plus an increase of one cent in the shift differential. Basic hourly wages for employes concerned has been brought to $2.03 by the agreement.

Companies in the group are the Anglo Canadian, Quebec City, Bowaters, Liverpool, N.S.; Maclarens, Buckingham, Que., and St. Lawrence at Three Rivers and Dolbeau. The unions are the United Paper Workers and Papermakers, the International Brotherhood of Pulp, Sulphite and Paper Mill Workers, and the International Brotherhood of Electrical Workers.

The group was formed in 1950 and this is the third union negotiation that has taken place since then.

•

Reporter Assigned To Negro Section

WINSTON-SALEM, N. C.

Robert A. Miller has been appointed Negro news reporter of the *Winston-Salem Journal and Sentinel*, succeeding the Rev. Leroy Davis, who died last December. He will write daily columns, entitled, "Around East Winston," for both newspapers. East Winston is a pre-dominantly Negro section.

Luix Overbea, a Negro, works out of the newspapers' main newsroom.

Mr. Miller, 49, has been an employe in the building department of the Journal and Sentinel for the past 11 years, having custodial supervision of the newsroom in the daytime. He attended Johnson C. Smith University in Charlotte and during the past semester attended evening classes at Winston-Salem Teachers College.

PHOTON
SERIES 540
Produces letter-perfect typography at the rate of 10 characters per second.
Wilmington, Mass.

Linage Slips Backward in June Figures

Boom in May; bust in June. That sums up the newspaper advertising linage story told in the Media Records figures for 52 Cities in this issue of E&P.

Total linage went down to 3.8% under the figure for June, 1961, after May had enjoyed a 3% gain. But for six months the picture was still good—1.4% better than last year's at the halfway mark.

Display, retail, department store, financial and general all dipped last month. General went off 14.2% from the 1961 linage in June.

City-by-city figures follow:

	1962	1961
AKRON, OHIO		
Beacon Journal-e	2,226,982	2,328,915
§Beacon Journal-S	784,766	855,560
Grand Total	3,011,748	3,184,475
ALBANY, N. Y.		
**Knickerbocker News-e	1,244,083	1,305,669
Times Union-m	1,148,213	1,215,705
*Times Union-S	560,008	555,563
Grand Total	2,952,304	3,076,937
ALBUQUERQUE, N. M.		
Journal-m	1,681,828	1,607,842
§Journal-S	453,041	503,747
Tribune-e	1,608,720	1,605,800
Grand Total	3,743,589	3,717,389
ATLANTA, GA.		
Constitution-m	1,932,123	1,858,621
Journal-e	2,179,371	2,233,047
Journal & Constitution-S	891,701	892,186
Grand Total	5,003,195	4,983,854
ATLANTIC CITY, N. J.		
Press-m	905,719	927,558
**Press-S	169,282	204,585
Grand Total	1,075,001	1,132,143
BALTIMORE, MD.		
*American-S	436,025	471,204
News-Post-e	1,552,560	1,503,225
Sun-m	1,337,114	1,271,140
Sun-e	2,170,718	2,083,798
†Sun-S	1,358,110	1,294,939
Grand Total	6,854,527	6,624,306
BANGOR, ME.		
News-m	927,863	873,598
BINGHAMTON, N. Y.		
Press-e	1,459,000	1,466,167
§Press-S	363,419	329,479
Sun-Bulletin-m	516,448	569,151
Grand Total	2,338,867	2,364,797

NOTE: Part run adv. includes: Press-S 1961 — 329,479 (15,213).

	1962	1961
BIRMINGHAM, ALA.		
Post-Herald-m	985,754	1,020,372
News-e	1,620,750	1,873,704
†News-S	732,890	750,010
Grand Total	3,339,394	3,644,086

NOTE: Part run adv. includes: News-e 1962 — 1,620,750 (36,340). 1961 — 1,873,704 (78,886).

	1962	1961
BOISE, IDAHO		
Statesman-m	958,695	833,655
**Statesman-S	231,312	175,436
Grand Total	1,190,007	1,009,091

NOTE: Statesman Morn. and Eve. sold only in combination. Linage of one edition (Morn.) only is shown.

	1962	1961
BOSTON, MASS.		
Record American-d	704,223	.....
American-e	.....	740,137
Record-m	.....	819,582
*Advertiser-S	239,948	248,627
Globe-e	1,530,650	1,559,263
Globe-m	1,389,377	1,434,505
§Globe-S	1,327,743	1,223,663
Herald-m	1,173,243	1,330,860
†Herald-S	1,026,805	1,023,921
Traveler-e	1,379,336	1,560,913
Grand Total	8,771,325	9,941,471
BUFFALO, N. Y.		
Courier Express-m	1,040,939	1,049,526
§Courier Express-S	801,250	818,584
†Evening News-e	2,438,645	2,413,158
Grand Total	4,280,834	4,281,268
CAMDEN, N. J.		
Courier-Post-e	1,538,186	1,305,564
CHARLESTON, W. VA.		
Mail-e	968,498	1,008,909
Gazette-m	985,098	995,474
§Gazette-Mail-S	319,776	316,300
Grand Total	2,273,372	2,320,683
CHARLOTTE, N. C.		
News-e	1,162,472	1,158,339
Observer-m	1,679,433	1,564,190
†Observer-S	559,614	536,171
Grand Total	3,401,519	3,258,700
CHICAGO, ILL.		
Tribune-m	3,185,812	3,062,232
Tribune-S	1,534,534	1,535,170
†Daily News-e	2,026,926	1,957,879
American-e	945,006	880,273
*American-S	281,805	253,112
Sun-Times-m	1,619,238	1,544,059
§Sun-Times-S	735,511	649,406
Grand Total	10,328,832	9,882,131

NOTE: Part run adv. includes: Tribune-m 1962 — 3,185,812 (459,509). 1961 — 3,062,232 (419,369). Tribune-S 1962—1,534,534 (382,-569). 1961 — 1,535,170 (379,885). Sun-Times-S 1962 — 735,511 (108,483). 1961 — 649,406 (90,184).

	1962	1961
CINCINNATI, OHIO		
Enquirer-m	2,064,232	1,983,996
†Enquirer-S	1,225,627	1,218,073
Post & Times-Star-e	1,886,701	1,925,062
Grand Total	5,176,560	5,127,131
CLEVELAND, OHIO		
Plain Dealer-m	2,419,964	2,388,223
†Plain Dealer-S	1,469,538	1,583,447
Press and News-e	2,784,826	2,946,152
Grand Total	6,674,328	6,917,822

NOTE: Part run adv. includes: Press and News-e 1962 — 2,784,826 (150,656). 1961 — 2,946,152 (184,429)3.

	1962	1961
COLUMBUS, OHIO		
Dispatch-e	2,311,934	2,232,627
Dispatch-S	1,159,571	1,148,251
Citizen-Journal-m	1,000,148	977,545
Star-w	82,608	81,819
Grand Total	4,554,261	4,440,242
DALLAS, TEX.		
News-m	2,153,158	2,203,096
†News-S	638,489	648,084
Times Herald-e	2,369,939	2,365,215
§Times Herald-S	634,033	579,060
Grand Total	5,795,619	5,795,455

NOTE: Part run adv. includes: Times-Herald-e 1962 — 2,369,939 (71,167). 1961 — 2,365,215 (26,840).

IMPORTANT NOTICE

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Except where other figures are specifically shown the following footnotes apply to Media Records, June 1962 Linages:

*Includes 10,316 lines AMERICAN WEEKLY (Eastern Edition)
*Includes 19,356 lines AMERICAN WEEKLY (Pacific Edition)
**Includes 23,448 lines FAMILY WEEKLY
Includes 51,278 lines THIS WEEK
Includes 34,512 lines PARADE
Includes 108,292 lines WEEKEND

Newspaper Linage—52 Cities

(Compiled by EDITOR & PUBLISHER from Media Record Measurements)

	1962 Linage	1961 Linage	% of 1961	E&P Index
Total Advertising				
June	227,623,000	236,522,000	96.2	95.6
May	256,859,000	249,311,000	103.0	99.3
Year to date	1,367,542,000	1,348,042,000	101.4	99.0
Display				
June	165,302,000	175,270,000	94.3	93.4
May	190,915,000	187,074,000	102.1	98.3
Year to date	1,003,668,000	1,002,771,000	100.1	97.3
Classified				
June	62,321,000	61,252,000	101.7	101.9
May	65,944,000	62,237,000	106.0	102.5
Year to date	363,874,000	345,271,000	105.4	103.8
Retail				
June	120,598,000	126,047,000	95.7	96.2
May	140,908,000	134,382,000	104.9	101.7
Year to date	740,624,000	731,781,000	101.2	100.4
Department Store				
June	40,556,000	41,536,000	97.6	94.1
May	49,275,000	47,234,000	104.3	98.0
Year to date	255,962,000	255,986,000	100.0	96.6
General				
June	26,065,000	30,383,000	85.8	82.0
May	30,516,000	32,261,000	94.6	86.5
Year to date	153,939,000	164,430,000	93.6	84.9
Automotive				
June	14,246,000	13,848,000	102.9	93.1
May	15,128,000	15,832,000	95.6	91.5
Year to date	77,921,000	76,399,000	102.0	94.8
Financial				
June	4,393,000	4,992,000	88.0	96.0
May	4,363,000	4,599,000	94.9	110.3
Year to date	31,184,000	30,161,000	103.4	115.2

	1962	1961
DAYTON, OHIO		
Journal-Herald-m	1,743,914	1,748,994
News-e	2,050,700	1,988,826
§News-S	655,048	628,469
Grand Total	4,449,662	4,366,289
DENVER, COLO.		
Rocky Mt. News-m	1,891,518	1,737,000
§Rocky Mt. News-S	372,872	333,535
Post-e	2,421,408	2,438,019
†Post-S	897,379	740,529
Grand Total	5,583,177	5,249,083

NOTE: Part run adv. includes: Post-e 1962 — 2,421,408 (170,332).

	1962	1961
DES MOINES, IOWA		
Register-m	639,919	625,041
Tribune (e)	944,318	1,012,986
†Register-S	479,284	467,514
Grand Total	2,063,521	2,105,541
DETROIT, MICH.		
Free Press-m	1,625,503	1,553,258
§Free Press-S	440,016	391,209
News-e	2,624,515	2,512,283
†News-S	1,129,268	1,030,405
Grand Total	5,819,302	5,487,155

NOTE: Part run adv. includes: Free Press-m 1962 — 1,625,503 (222,415). 1961 — 1,553,-258 (154,807). Free Press-S 1962 — 440,016 (22,998). 1961 — 391,209 (20,985). News-e 1962 — 2,624,515 (205,767). 1961 — 2,512,283 (105,380). News-S 1962 — 1,129,268 (38,106). 1961 — 1,030,405 (41,075).

	1962	1961
ELMIRA, N. Y.		
Advertiser-m	380,943	387,791
Star Gazette-e	827,575	876,167
**Telegram-S	232,810	231,712
Star Gazette & Advertiser-Sat.	136,178	.....
Grand Total	1,577,506	1,495,670

NOTE: The Saturday Advertiser and Saturday Star Gazette combined publications as the Saturday Star Gazette & Advertiser starting July 15, 1961. As of that date the Advertiser Morning and Star Gazette Evening publish 5 days a week only.

	1962	1961
EL PASO, TEX.		
Times-m	1,289,433	1,289,376
§Times-S	368,036	357,405
Herald-Post-e	1,247,755	1,251,236
Grand Total	2,905,224	2,898,017
ERIE, PA.		
Times-e	1,234,214	1,333,066
§Times-News-S	403,155	387,309
Grand Total	1,637,369	1,720,375

NOTE: The News, Morning, and the Times, Evening, are sold in optional combination. The linage of one edition, the Times, Evening is shown.

	1962	1961
EUGENE, ORE.		
Register Guard-e	1,273,103	1,247,240
**Register Guard-S	264,454	255,776
Grand Total	1,537,557	1,503,016
FALL RIVER, MASS.		
**Herald News-e	976,230	1,102,562
FORT WAYNE, IND.		
Journal Gazette-m	1,229,695	1,161,195
§Journal Gazette-S	451,834	508,037
News Sentinel-e	1,742,990	1,689,586
Grand Total	3,424,519	3,358,818
FORT WORTH, TEX.		
Star-Telegram-m	973,903	989,635
Star-Telegram—e	1,884,861	1,982,383
§Star-Telegram-S	624,945	565,927
Press-e	444,508	467,946
Press-S	120,201	177,084
Grand Total	4,048,418	4,092,975

NOTE: Press Evening published 5 days a week only.

	1962	1961
FRESNO, CALIF.		
Bee-e	1,586,602	1,504,330
§Bee-S	554,422	549,537
Grand Total	2,141,025	2,053,867
GARDEN GROVE, CALIF.		
News-e	902,656	.....
News-S	233,713	.....
Grand Total	1,136,369	.....
NOTE: News-e published 5 days a week only.		
GARY, IND.		
Post-Tribune-e	1,491,458	1,552,253
**Post-Tribune-S	449,616	393,643
Grand Total	1,941,074	1,945,896
GLENS FALLS, N. Y.		
Post-Star (See Note)	784,104	706,326
NOTE: Post-Star Morning sold in combination with Times Evening. Linage of one edition, Post-Star Morning, only is given.		
GRAND RAPIDS, MICH.		
Press-e	2,219,691	2,094,481
†Press-S	482,970	514,325
Grand Total	2,702,661	2,608,806
HACKENSACK, N. J.		
Record-e	2,136,445	2,004,650
NOTE: Part run adv. includes: Record-e 1962 — 2,136,445 (63,698). 1961 — 2,004,650 (58,332).		
HAMMOND, IND.		
Times-e	1,420,808	1,385,222
Times-S	479,349	467,875
Grand Total	1,900,157	1,853,097
NOTE: Times Evening published five days a week only.		
HARRISBURG, PA.		
Patriot-m	1,344,331	1,362,725
§Patriot News-S	361,380	373,689
Grand Total	1,705,711	1,736,414
HARTFORD, CONN.		
Courant-m	1,069,435	979,277
§Courant-S	739,307	710,555
†Times-e	2,196,890	2,148,545
Grand Total	4,005,632	3,838,377
HAVERHILL, MASS.		
Journal-e	326,491	373,164
HONOLULU, HAWAII		
Advertiser-m	1,012,539	1,003,472
**Advertiser-S	328,006	340,319
Star Bulletin-e	1,672,645	1,537,824
§Star Bulletin-S	280,071	299,534
Grand Total	3,293,261	3,181,149
HOUSTON, TEX.		
Chronicle-e	2,601,235	2,663,434
§Chronicle-S	970,810	866,842
Post-m	2,126,247	2,155,744
†Post-S	622,599	634,039
Press-e	669,700	715,237
Grant Total	6,990,591	7,035,296
NOTE: Part run adv. includes: Chronicle-e 1962 — 2,601,235 (152,371). 1961 — 2,663,434 (103,928). Post-m 1961 — 2,155,744 (52,998). 1962 — 2,126,247 (92,583). Chronicle-S 1962 — 970,810 (25,991).		
INDIANAPOLIS, IND.		
News-e	1,788,325	1,716,515
Star-m	1,743,061	1,626,056
†Star-S	988,007	1,016,387
Times-e	861,333	893,034
§Times-S	254,164	273,175
Grand Total	5,634,890	5,525,167
JACKSON, MISS.		
Clarion Ledger-m	934,518	881,497
§Clarion Ledger & News-S	365,801	331,800
Daily News-e	876,339	784,962
State Times-e	.....	450,982
State Times-S	.....	135,390
Grand Total	2,176,658	2,584,631
NOTE: (*) State Times last publication January 16, 1962.		
JACKSONVILLE, FLA.		
Times-Union-m	2,291,761	2,169,100
†Times-Union-S	641,493	678,936
Journal-e	1,076,822	1,101,658
Grand Total	4,010,076	3,858,694
JERSEY CITY, N. J.		
Jersey Journal-e	1,178,960	1,166,817
NOTE: Part run adv. includes: Jersey Journal-e 1962 — 1,178,960 (72,026). 1961 — 1,166,817 (87,667).		
KANSAS CITY, MO.		
Times-m	1,692,686	1,685,350
Star-e	1,559,433	1,664,303
†Star-S	789,407	875,232
Grand Total	4,041,526	4,224,885
KNOXVILLE, TENN.		
Journal-m	645,176	599,350
News-Sentinel-e	1,034,994	1,033,015
§News-Sentinel-S	329,828	328,756
Grand Total	2,009,998	1,961,121
LAWRENCE, MASS.		
Eagle-Tribune-e	960,853	1,057,458
LITTLE ROCK, ARK.		
Arkansas Gazette-m	947,375	1,008,207
§Arkansas Gazette-S	323,290	329,271
Grand Total	1,270,665	1,337,478
LONG BEACH, CALIF.		
Independent-m	2,006,568	1,996,489
§Independent Press-Telegram-S	649,466	609,515
Press-Telegram-e	1,983,318	1,948,076
Grand Total	4,639,352	4,554,080
NOTE: Part run adv. includes: Independent-m 1962 — 2,006,568 (169,800). 1961 — 1,996,489 (300,097). Press-Telegram-e 1962 — 1,983,318 (169,800). 1961 — 1,948,076 (300,097).		
LONG ISLAND, N. Y.		
Newsday Suffolk-e	2,230,477	2,106,104
Newsday Nassau-e	2,468,640	2,351,736
Grand Total	4,699,117	4,457,840
LOS ANGELES, CALIF.		
Times-m	4,319,718	4,074,397
†Times-S	2,801,067	2,605,867
Herald Examiner-e	1,992,825	.....
*Herald Examiner-S	739,766	.....
Examiner-m	.....	1,808,926
Examiner-S	.....	804,968
Herald Express-e	.....	1,419,529
Mirror-e	.....	1,239,817
Grand Total	9,853,376	11,953,504
NOTE: Part run adv. includes: Times-m 1962 — 4,319,718 (495,838). 1961 — 4,074,397 (490,126). Times-S 1962 — 2,801,067 (866,786). 1961 — 2,605,867 (862,841). Examiner (Morn. & Sun.) ceased publication after issue of January 7, 1962. Herald Examiner (Sun.) first issue Jan. 14, 1962. Herald Express (Eve.) changed name to Herald Examiner effective Jan. 8, 1962. Mirror (Eve.) ceased publication after issue of January 5, 1962.		
LOUISVILLE, KY.		
Courier Journal-m	1,381,895	1,365,275
Courier Journal-S	752,525	743,165
Times-e	1,674,609	1,657,227
Grand Total	3,809,029	3,765,667
LOWELL, MASS.		
Sun-e	755,747	785,150
**Sun-S	233,056	216,958
Grand Total	988,803	1,002,108
LYNN, MASS.		
Item-e	760,090	759,046
MANCHESTER, N. H.		
Union Leader-d	969,027	951,684
**News-S	200,898	195,028
Grand Total	1,169,925	1,146,712
NOTE: The Sunday News is sold in optional combination with the following Monday Union Leader.		
MEMPHIS, TENN.		
Commercial Appeal-m	1,716,503	1,835,835
†Commercial Appeal-S	665,213	667,277
Press-Scimitar-e	1,269,191	1,357,425
Grand Total	3,650,907	3,860,537
MERIDEN, CONN.		
Record Journal (See Note)	840,987	930,719
NOTE: Record Morning and Journal Evening are sold only in combination. Linage of one edition, Record Morning only is shown.		
MIAMI, FLA.		
Herald-m	3,433,249	3,281,793
§Herald-S	1,167,697	1,149,240
News-e	1,129,769	1,070,803
†News-S	369,277	314,681
Grand Total	6,099,992	5,816,517
NOTE: Part run adv. includes: Herald-m 1962 — 3,433,249 (37,947). 1961 — 3,281,793 (34,573). Herald-S 1962 — 1,167,697 (70,488). 1961 — 1,149,240 (43,174).		
MILWAUKEE, WIS.		
Sentinel-m	on strike	1,022,923
*Sentinel-S	on strike	208,029
Journal-e	3,134,817	3,111,443
†Journal-S	1,436,585	1,366,906
Grand Total	4,571,402	5,709,301
NOTE: SENTINEL on Strike June 1 through June 30, inclusive.		
MINNEAPOLIS, MINN.		
Tribune-m	.....	1,601,244
Star-e	.....	2,342,944
†Tribune-S	.....	1,030,520
Grand Total	.....	4,974,708
NOTE: All Newspapers on strike all of June 1962. Part run adv. includes: Star-e 1961 — 2,342,944 (127,579).		
MODESTO, CALIF.		
Bee-e	775,282	779,961
§Bee-S	209,691	203,383
Grand Total	984,973	983,344
NOTE: Bee Evening published 5 days a week only.		
MONTREAL, CANADA		
††*Star-e	2,569,552	2,494,096
Gazette-m	1,498,178	1,388,317
La Presse-e	2,683,071	2,631,885
La Patrie-S	106,375	92,892
Le Nouveau Journal-e	381,909	.....
Grand Total	7,239,085	6,607,190
NOTE: (*) Includes WEEKEND MAGAZINE linage. Le Nouveau Journal first Publication September 5, 1961. Le Nouveau Journal last publication June 21, 1962.		
MUNCIE, IND.		
Press-e	853,829	871,894
Star-m	881,263	885,821
**Star-S	222,501	244,823
Grand Total	1,957,593	2,002,538
NASHVILLE, TENN.		
Banner-e	1,479,495	1,440,664
Tennessean-m	1,521,708	1,501,238
Tennessean-S	536,568	496,349
Grand Total	3,537,771	3,438,251
NEW HAVEN, CONN.		
Journal Courier-m	645,831	437,238
Register-e	1,372,573	1,446,064
**Register-S	551,672	556,017
Register & Journal-Courier-Sat.	104,185	80,809
Grand Total	2,674,261	2,520,128
NEW LONDON, CONN.		
Day-e	1,111,918	1,057,782
NEW ORLEANS, LA.		
Times-Picayune-m	2,680,331	2,785,902
†Times-Picayune-S	818,244	815,530
States & Item-e	1,377,455	1,469,561
Grand Total	4,876,030	5,070,993
NEW YORK, N. Y.		
Times-m	2,482,899	2,538,083
Times-S	2,532,622	2,577,228
Herald Tribune-m	862,407	1,020,796
†Herald Tribune-S	607,214	646,538
Mirror-m	838,035	852,536
Mirror-S	302,568	327,002
News-m	1,749,418	1,723,635
News-S	1,554,583	1,591,251
Journal American-e	995,654	1,046,134
*Journal American-S	307,557	343,525
Post-e	1,064,672	1,084,737
Post-S	104,577	108,518
World Telegram & Sun-e	1,254,519	1,220,477
Grand Total	14,656,725	15,080,460
NOTE: Post Evening published 5 days a week only.		
NOTE: Part time adv. includes: Mirror-m 1962 — 838,035 (179,625). 1961 — 852,536 (186,576). Mirror-S 1962 — 302,568 (112,993). 1961 — 327,002 (104,745). News-m 1962 — 1,749,418 (883,450). 1961 — 1,723,635 (802,689). News-S 1962 — 1,554,583 (1,101,504). 1961 — 1,591,251 (1,090,860). Journal-American-e 1962 — 995,654 (123,604). 1961 — 1,046,134 (115,009). Journal-American-S 1962 — 307,557 (39,019). 1961 — 343,525 (59,200). World Tel. & Sun-e 1962 — 1,254,519 (252,134). 1961 — 1,220,477 (267,084). Split run adv. includes: News-m 201,609. News-S 94,983.		
NEW YORK (QUEENS), N. Y.		
Long Island Press-e	1,572,894	1,537,333
§Long Island Press-S	611,293	530,969
Grand Total	2,184,187	2,068,302
NEWPORT NEWS, VA.		
Press-m	1,319,758	1,291,432
§Press-S	369,341	411,007
Times-Herald-e	1,181,719	1,147,370
Grand Total	2,870,818	2,849,809
NIAGARA FALLS, N. Y.		
Gazette-e	1,031,549	1,094,947
**Gazette-S	170,312	156,757
Grand Total	1,201,861	1,251,704
NORFOLK, VA.		
Ledger-Dispatch & Portsmouth Star-e	1,841,532	1,703,490
Virginian-Pilot-m	2,161,558	2,067,572
†Virginian-Pilot & Portsmouth Star-S	763,162	754,681
Grand Total	4,766,252	4,525,743
NOTE: Part run adv. includes: Ledger-Dispatch & Portsmouth Star-e 1962 — 1,841,532 (431,657). 1961 — 1,703,490 (352,029). Virginian-Pilot-m 1962 — 2,161,558 (371,198). 1961 — 2,067,572 (274,516). Virginian-Pilot & Portsmouth Star-S 1962 — 763,162 (135,197). 1961 — 754,681 (152,367).		
OAKLAND, CALIF.		
Tribune-e	1,846,666	1,858,475
§Tribune-S	721,517	684,700
Grand Total	2,568,183	2,543,175
NOTE: Part run adv. includes: Tribune-e 1962 — 1,846,666. 1961 — 1,858,475 (88,501).		
OKLAHOMA CITY, OKLA.		
Oklahoman-m	1,212,292	1,122,066
Oklahoman-S	429,685	439,179
Times-e	1,327,494	1,306,868
Grand Total	2,969,471	2,868,113
NOTE: Part run adv. includes: Times-e 1962 — 1,327,494 (135,919). 1961 — 1,306,868 (153,037).		
OMAHA, NEBR.		
World-Herald (See Note)	1,328,340	1,323,977
†World-Herald-S	783,518	741,191
Grand Total	2,111,858	2,065,168
NOTE: World-Herald sold in combination Morning and Evening, linage of only one edition, EVENING, is shown.		
ORLANDO, FLA.		
Star-e	2,172,292	2,065,925
Sentinel-m	2,172,292	2,065,925
Sentinel-S	724,356	679,678
Grand Total	5,068,940	4,811,528
NOTE: Part run adv. includes: 1962 — 909,045. 1961 — 719,134.		
PASADENA, CALIF.		
Star-News-e	1,203,376	1,219,699
§Independent-Star News-S	387,229	362,794
Independent-m	1,132,293	1,182,068
Grand Total	2,722,898	2,764,561
PAWTUCKET, R. I.		
Times-e	833,261	907,682
PENSACOLA, FLA.		
News-e	775,100	670,360
Journal-m	1,303,366	1,279,037
News-Journal-S	371,741	311,531
Grand Total	2,450,207	2,260,928

(Continued on page 52)

	1962	1961
PEORIA, ILL.		
Journal Star (See Note)	1,354,735	1,393,591
§Journal Star-S	428,296	443,928
Grand Total	1,783,031	1,837,519

NOTE: Journal Star Morning and Journal Star Evening sold in combination. Linage of only one edition—Journal Star Evening—is shown.

	1962	1961
PHILADELPHIA, PA.		
Bulletin-e	2,077,023	2,100,198
†Bulletin-S	523,681	551,462
Inquirer-m	1,701,296	1,746,472
Inquirer-S	1,302,347	1,323,293
News-e	925,807	918,953
Grand Total	6,530,154	6,640,378

NOTE: Part run adv. includes: Bulletin-e 1962 — 2,077,023 (50,827). 1961 —2,100,198 (30,932). Inquirer-m 1962 — 1,701,296 (17,-980). 1961 — 1,746,472 (29,491).

	1962	1961
PHOENIX, ARIZ.		
Republic-m	2,550,286	2,624,404
†Republic-S	793,936	884,011
Gazette-e	2,466,614	2,620,827
Grand Total	5,810,836	6,129,242

	1962	1961
PITTSBURGH, PA.		
Post-Gaz. & Sun-Tel.-m	1,072,221	1,374,379
*Post-Gaz. & Sun-tel.-S	.....	322,095
Press-e	2,097,013	1,985,082
†Press-S	986,387	982,363
Grand Total	4,155,621	4,663,919

NOTE: (*) Post-Gazette & Sun-Telegraph Sunday last publication November 12, 1961.

	1962	1961
PORTLAND, ORE.		
Oregonian-m	1,986,128	1,753,078
§Oregonian-S	925,979	800,214
Oregon Journal-e	853,593	1,099,233
†Oregon Journal-S	.....	310,746
Grand Total	3,765,700	3,963,271

	1962	1961
PROVIDENCE, R. I.		
Bulletin-e	1,714,099	1,777,635
Journal-m	1,542,020	1,457,336
†Journal-S	843,764	785,257
Grand Total	4,099,883	4,020,228

	1962	1961
READING, PA.		
Eagle (See Note)	1,079,123	1,126,606
§Eagle-S	269,018	267,470
Grand Total	1,348,141	1,394,076

NOTE: Eagle Evening and Times Morning sold in combination. Linage of one edition (Eagle Evening) is shown.

	1962	1961
RICHMOND, VA.		
News Leader-e	1,747,594	1,746,927
Times Dispatch-m	1,565,736	1,590,352
†Times Dispatch-S	682,834	746,022
Grand Total	3,996,164	4,083,301

	1962	1961
RIVERSIDE, CALIF.		
Press-Enterprise (See Note)	1,319,835	1,361,063
§Press-Enterprise-S	333,904	336,022
Grand Total	1,653,739	1,697,085

NOTE: Enterprise Morning and Press Eve. sold in combination. Linage of one Edition, Enterprise Morning is shown.

NOTE: Part run adv. includes: Press-Enterprise 1962 — 1,319,835 (15,170). 1961 — 1,361,063 (39,998).

	1962	1961
ROANOKE, VA.		
Times-m	1,054,385	1,002,596
§Times-S	348,993	325,163
World-News-e	1,021,226	983,115
Grand Total	2,424,604	2,310,874

	1962	1961
ROCHESTER, N. Y.		
Democrat & Chronicle-m	1,677,284	1,575,689
†Democrat & Chronicle-S	854,017	823,160
Times Union-e	2,133,579	1,961,104
Grand Total	4,664,880	4,359,953

	1962	1961
ROCKFORD, ILL.		
Star (See Note)	1,142,889	1,172,812
Star-S	461,983	461,966
Grand Total	1,604,872	1,634,778

NOTE: Star Morning and Register-Republic Evening sold in combination. Linage of only one edition—Star Morning—is shown. Star Morning published five week days only, excluding Monday.

	1962	1961
SACRAMENTO, CALIF.		
Bee-e	2,030,107	2,135,813
§Bee-S	538,535	540,484
Union-m	858,043	742,452
**Union-S	213,621	242,946
Grand Total	3,640,306	3,661,695

NOTE: Union Morning published 5 days a week only.

	1962	1961
ST. LOUIS, MO.		
Globe-Democratic-m	1,175,030	1,419,885
Globe-Democrat-we	470,822	.....
†Globe-Democrat-S	.....	392,418
Post-Dispatch-e	2,323,605	2,128,287
§Post-Dispatch-S	1,075,342	1,073,826
Grand Total	5,044,799	5,014,416

NOTE: Part run adv. includes: Globe-Democrat-m 1962 — 1,175,030 (221,397). 1961 — 1,419,885 (305,857). Post-Dispatch-e 1962 — 2,323,605 (272,302). Globe-Democrat Morning is published 5 week days only.

	1962	1961
ST. PAUL, MINN.		
Pioneer Press-m	1,138,853	1,123,982
§Pioneer Press-S	794,171	679,661
Dispatch-e	1,874,019	1,797,660
Grand Total	3,807,043	3,601,303

NOTE: Part run adv. includes: Dispatch-e 1962 — 1,874,019 (153,108). 1961 — 1,797,660 (126,001).

	1962	1961
ST. PETERSBURG, FLA.		
*Independent-e	416,946	579,527
**Independent-S	231,270	236,645
Times-m	2,078,423	2,093,790
§Times-S	518,546	558,546
Grand Total	3,245,185	3,468,508

NOTE: Part run adv. includes: Times-m 1962 — 2,078,423 (38,647). Times-S 1962 — 518,546 (6,898).

(*) Published 5 days a week only.

	1962	1961
SALEM, ORE.		
Oregon Statesman-m	837,229	834,670
**Oregon Statesman-S	197,784	237,667
Capital Journal-e	917,282	946,098
Grand Total	1,952,295	2,018,435

	1962	1961
SALT LAKE CITY, UTAH		
Tribune-m	1,864,379	1,864,544
Tribune-S	619,099	561,211
Deseret News Telegram-e	1,784,738	1,826,705
Grand Total	4,268,216	4,252,460

	1962	1961
SAN ANTONIO, TEX.		
Express-m	1,255,192	1,354,799
†Express-News-S	575,664	569,768
Express-News-Sat.	366,141	294,628
News-e	1,549,220	1,632,948
Light-e	1,806,142	1,718,747
*Light-S	590,666	544,005
Grand Total	6,143,025	6,114,895

NOTE: Express Morning and News Evening published 5 days a week only.

	1962	1961
SAN BERNARDINO, CALIF.		
Sun-m	1,638,149	.....
§Sun-Telegram-S	423,529	.....
Grand Total	2,061,678	.....

NOTE: Part run adv. includes: Sun-m 1962 — 1,638,149 (65,270).

	1962	1961
SAN DIEGO, CALIF.		
Union-m	1,893,798	1,912,502
§Union-S	884,226	812,497
Tribune-e	2,419,561	2,415,121
Grand Total	5,197,585	5,140,120

	1962	1961
SAN FRANCISCO, CALIF.		
Chronicle-m	1,917,108	1,785,020
†Chronicle-S	706,887	652,607
Examiner-m	2,119,755	2,070,879
*Examiner-S	856,540	875,196
News-Call-Bulletin-e	1,007,292	1,132,250
Grand Total	6,607,582	6,515,952

NOTE: Part run adv. includes: Chronicle-m 1962 — 1,917,108 (44,764). 1961 — 1,785,-020 (50,061).

	1962	1961
SAN JOSE, CALIF.		
Mercury-m	2,296,557	2,175,297
News-e	2,275,235	2,080,093
§Mercury-News-S	587,922	643,518
Grand Total	5,159,714	4,898,908

NOTE: Part run adv. includes: Mercury-m 1962 — 2,296,557 (28,645). 1961 — 2,175,297 (36,563). News-e 1962—2,275,235 (28,645). 1961—2,080,093 (36,563).

	1962	1961
SAN RAFAEL, CALIF.		
Independent-Journal-e	1,185,880	1,132,661

	1962	1961
SCHENECTADY, N. Y.		
Gazette-m	1,213,769	1,235,288
**Union Star-e	891,092	873,360
Grand Total	2,104,861	2,108,648

(*) Schenectady Union Star discontinued FAMILY WEEKLY effective June 23.

	1962	1961
SCRANTON, PA.		
Times-e	1,035,618	938,833

	1962	1961
SEATTLE, WASH.		
Post-Intelligencer-m	1,382,257	1,304,851
*Post-Intelligencer-S	426,509	414,489
Times-e	1,932,602	1,876,094
Times-S	653,053	677,929
Grand Total	4,394,421	4,273,363

	1962	1961
SHREVEPORT, LA.		
Journal-e	1,039,752	1,071,293
Times-m	1,230,508	1,232,109
Times-S	439,788	372,853
Grand Total	2,710,048	2,676,255

	1962	1961
SOUTH BEND, IND.		
Tribune-e	1,487,846	1,519,767
Tribune-S	525,834	521,176
Grand Total	2,013,680	2,040,943

	1962	1961
SPOKANE, WASH.		
Spokesman-Review-m	769,314	901,261
†Spokesman-Review-S	430,996	398,132
Chronicle-e	909,848	1,032,566
Grand Total	2,110,158	2,331,959

	1962	1961
STOCKTON, CALIF.		
Record-e	1,623,313	1,353,312

	1962	1961
SYRACUSE, N. Y.		
Herald-Journal-e	1,705,385	1,678,516
§Herald-American-S	533,828	544,699
Post-Standard-m	1,043,270	1,072,662
†Post-Standard-S	294,904	275,367
Grand Total	3,577,387	3,571,244

	1962	1961
TACOMA, WASH.		
News-Tribune-e	1,371,542	1,434,801
News-Tribune-S	398,423	371,547
Grand Total	1,769,965	1,806,349

	1962	1961
TAMPA, FLA.		
Tribune-m	1,984,667	2,051,629
†Tribune-S	714,463	718,013
**Times-e	1,378,971	1,172,186
Grand Total	4,078,101	3,941,828

NOTE: Part run adv. includes: Tribune-m 1962—1,984,667 (12,136). Tribune-S 1962—714,463 (934).

	1962	1961
TOLEDO, OHIO		
*Times-m	654,579	611,552
Blade-e	1,862,360	1,791,163
Blade-S	769,676	731,881
Grand Total	3,286,615	3,134,596

NOTE: (*) Published 5 days a week only.

	1962	1961
TORONTO, CANADA		
Globe & Mail-m	1,601,676	1,570,313
‡**Telegram-e	2,391,320	2,473,006
Star-e	2,726,623	2,635,628
Grand Total	6,719,619	6,678,947

NOTE: (*) Includes WEEKEND MAGAZINE linage.

Part run adv. inculdes: Telegram-e 1962 —2,391,320 (69,300). 1961—2,473,006 (73,-462).

	1962	1961
TRENTON, N. J.		
Evening Times-e	1,164,168	1,157,962
**Times Advertiser-S	424,372	384,858
Trentonian-m	895,566	852,505
Grand Total	2,484,106	2,395,325

NOTE: Times Evening published 5 days a week only.

	1962	1961
TROY, N. Y.		
Record (See Note)	1,072,763	1,112,173

NOTE: Record Morning and Times-Record Evening sold in combination. Linage of one edition (Record Morning) is shown.

	1962	1961
TULSA, OKLA.		
Tribune-e	1,579,999	1,574,945
World-m	1,606,485	1,621,100
World-S	412,616	399,860
Grand Total	3,599,100	3,595,905

	1962	1961
UNION CITY, N. J.		
Hudson Dispatch-m	847,355	841,103

	1962	1961
UTICA, N. Y.		
Observer Dispatch-e	1,009,522	1,034,393
**Observer Dispatch-S	253,323	299,817
Press-m	1,221,303	1,278,046
Grand Total	2,484,148	2,612,256

	1962	1961
WASHINGTON, D. C.		
News-e	1,119,382	1,111,046
Post-m	3,066,848	2,990,158
§Post-S	1,003,030	978,891
Star-e	2,523,479	2,644,090
†Star-S	898,052	871,203
Grand Total	8,610,791	8,595,368

	1962	1961
WATERBURY, CONN.		
American-e	1,178,996	1,257,180
Republican-S	330,169	340,179
Grand Total	1,509,165	1,597,359

	1962	1961
MACY WESTCHESTER-ROCKLAND GROUP, N. Y. (10 CITIES)		
Mamaroneck Times-e	720,654	772,763
Mount Vernon Argus-e	870,676	883,766
New Rochelle Standard-Star-e	918,486	949,080
Ossining Citizen-Register-e	718,954	798,371
Peekskill Star-e	676,165	708,141
Port Chester Item-e	896,306	952,354
Tarrytown News-e	726,657	776,349
Yonkers Herald Statesman-e	1,012,592	1,033,056
White Plains Reporter Dispatch-e	1,066,889	1,128,385
Rockland Journal News-e	807,859	813,060
Grand Total	8,415,238	6,815,325

	1962	1961
WICHITA, KANS.		
Eagle-m	1,405,520	1,331,432
Eagle & Beacon-e	1,170,567	1,217,989
†Eagle & Beacon-S	568,932	644,137
Grand Total	3,145,019	3,193,558

	1962	1961
WINSTON-SALEM, N. C.		
Journal-m	1,164,000	1,185,800
Sentinel-e	1,104,379	1,109,775
Journal & Sentinel-S	358,590	356,871
Grand Total	2,626,969	2,652,446

	1962	1961
WORCESTER, MASS.		
Telegram-S	513,130	509,670
Telegram-m	933,053	959,415
Gazette-e	1,186,794	1,298,120
Grand Total	2,632,977	2,767,205

	1962	1961
YOUNGSTOWN, OHIO		
Vindicator-e	1,447,647	1,436,832
§Vindicator-S	704,035	728,487
Grand Total	2,151,682	2,165,319

ADVERTISING LINAGE SERVICE

	1962	1961
BLUEFIELD, W. VA.		
Telegraph-m	483,045	457,122
Telegraph-S	120,871	150,622
Grand Total	603,916	607,744

Includes FAMILY WEEKLY 23,574 lines (1962); 31,565 lines (1961).

NOTE: Telegraph-S sold in combination with Sunset News-e.

	1962	1961
COLUMBIA, S. C.		
State-m	1,081,162	935,762
State-S	408,589	507,084
Record-m	833,631	720,649
Grand Total	2,323,382	2,163,495

Includes FAMILY WEEKLY 23,574 lines (1962). AMERICAN WEEKLY 13,462 lines (1961).

	1962	1961
DULUTH, MINN.		
Herald-e	817,352	812,662
News-Tribune-m	629,107	590,183
News-Tribune-S	353,877	375,408
Grand Total	1,800,336	1,778,253

	1962	1961
LAS VEGAS, NEV.		
Nevada Sun-m	1,254,910	1,161,479
Nevada Sun-S	295,688	231,437
Grand Total	1,550,598	1,392,916
MONROE, LA.		
World-m	763,311	784,885
World-S	220,416	234,942
News-Star-e	706,502	778,906
Grand Total	1,690,229	1,798,733
NEW YORK, N. Y.		
El Diario De Nueva York-m	276,235	274,744
El Diario De Nueva York-S	56,711	69,005
Grand Total	332,946	343,749
NORWALK, CONN.		
Hour-e	1,002,131	1,031,430
PATERSON, N. J.		
News-e	1,201,705	1,192,450
QUINCY, MASS.		
Patriot Ledger-e	793,985	828,577
SCRANTON, PA.		
Tribune-m	409,830	413,220
Scrantonian-S	318,625	296,432
Grand Total	728,455	709,652
Includes PARADE 32,103 lines (1962); 41,890 lines (1961).		
WILKES-BARRE, PA.		
Record-m	548,156	564,362
Times-Leader-e	933,467	956,203
Independent-S	462,075	497,971
Grand Total	1,943,698	2,018,536
Includes FAMILY WEEKLY 23,574 lines (1962); 31,565 lines (1961).		

FIGURES SUPPLIED BY PUBLISHERS

	1962	1961
ABERDEEN, S. D.		
American-News-e	368,816	320,222
American-News-S	121,492	126,504
Grand Total	490,308	446,726
ALTOONA, PA.		
Mirror-e	1,005,396	975,401
APPLETON-NENNAH-MENASHA, WIS.		
Post-Crescent-e	1,471,176	1,285,018
BATTLE CREEK, MICH.		
Enquirer & News-e	947,243	864,234
Enquirer & News-S	235,592	220,815
Grand Total	1,182,835	1,085,049
BURLINGTON, VT.		
Free Press-m	825,749	814,611
CANTON, OHIO		
Repository-e	1,632,260	1,675,002
Repository-S	609,854	609,364
Grand Total	2,242,114	2,284,366
CARBONDALE-HERRIN-MURPHYSBORO, ILL.		
Southern Illinoisan-e	459,298	459,704
Southern Illinoisan-S	95,704	104,692
Grand Total	555,002	564,396
Does not include FAMILY WEEKLY.		
CHAMPAIGN-URBANA, ILL.		
Courier-e	682,668	770,378
Courier-S	270,578	258,650
Grand Total	953,246	1,029,028
CHILLICOTHE, OHIO		
Gazette-e	727,496	664,667
CORPUS CHRISTI, TEX.		
Caller-m	1,527,344	1,465,044
Caller-e	1,486,492	1,452,920
Caller-S	296,744	312,676
Grand Total	3,310,580	3,230,640
DANBURY, CONN.		
News-Times-e	973,910	990,164
DAVENPORT, IOWA		
Democrat-m	926,646	856,100
Times-e	1,160,208	1,067,654
Times-Democrat-S	331,632	307,734
Grand Total	2,418,486	2,231,488
DAYTONA BEACH, FLA.		
News-e	793,908	876,180
News-Journal-S	232,575	213,531
Journal-m	770,165	865,963
Grand Total	1,796,649	1,955,674
DECATUR, ILL.		
Herald & Review-me	1,015,126	1,040,620
Herald & Review-S	273,966	295,204
Grand Total	1,289,092	1,335,824
Does not include FAMILY WEEKLY.		
EAST ST. LOUIS, ILL.		
Journal-e	519,218	590,095
Journal-S	159,054	178,960
Grand Total	678,272	769,055
GRAND FORKS, N. D.		
Herald-eS	636,482	613,746
GREEN BAY, WIS.		
Press-Gazette-e	1,307,768	1,251,796
HAVERHILL, MASS.		
Gazette-e	569,576	606,438
HUNTINGTON, W. VA.		
Advertiser-e	923,340	862,148
Herald-Dispatch-m	927,012	865,775
Herald-Advertiser-S	238,797	243,426
Grand Total	2,089,149	1,971,349
Includes AMERICAN WEEKLY 24,307 lines (1962); 14,264 lines (1961).		
HUNTSVILLE, ALA.		
Times-e	806,610	781,298
Times-S	285,124	230,314
Grand Total	1,091,734	1,011,612
Does not include FAMILY WEEKLY.		
HYANNIS, MASS.		
Cape Cod Standard-Times-e	632,352	660,142
JOHNSTOWN, PA.		
Tribune-Democrat-All Day	1,004,934	1,046,710
KENNEWICK-PASCO-RICHLAND, WASH.		
Tri-City Herald-e	609,357	588,467
Tri-City Herald-S	128,142	110,054
Grand Total	737,499	668,521
Does not include FAMILY WEEKLY.		
KENOSHA, WIS.		
News-e	1,017,240	1,064,280
KINGSTON, N. Y.		
Freeman-e	848,848	830,004
LINCOLN, NEBR.		
Star-m	1,065,890	1,091,636
Journal-e	1,013,670	1,024,856
Journal & Star-S	235,074	212,618
Grand Total	2,314,634	2,329,110
Includes PARADE 34,351 lines (1962); 41,452 lines (1961).		
LOCKPORT, N. Y.		
Union-Sun & Journal-e	542,150	545,426
MADISON, WIS.		
Capital Times-e	1,168,860	1,206,996
State Journal-m	1,196,580	1,242,619
State Journal-S	365,085	367,703
Grand Total	2,730,525	2,817,318
Includes PARADE 34,349 lines (1962); 41,559 lines (1961).		
MIDDLETOWN, N. Y.		
Times Herald-Record-m	732,956	808,752
MOLINE-ROCK ISLAND, ILL.		
Argus-e	929,404	896,084
Dispatch-e	1,083,880	1,076,824
MONTGOMERY, ALA.		
Advertiser-m	1,020,628	1,009,470
Advertiser-S	283,598	268,870
Journal-e	1,016,022	1,001,938
Grand Total	2,320,248	2,280,278
NEW BEDFORD, MASS.		
Standard-Times-e	895,342	965,650
Standard-Times-S	218,715	229,472
Grand Total	1,114,057	1,195,122
Includes PARADE 31,801 lines (1962); 41,452 lines (1961).		
NORRISTOWN, PA.		
Times-Herald-e	742,371	771,692
NORTH PLATTE, NEBR.		
Telegraph-Bulletin-e	572,894	594,034
OGDEN, UTAH		
Standard-Examiner-e	896,012	1,050,162
Standard-Examiner-S	227,198	210,788
Grand Total	1,123,210	1,260,950
Includes FAMILY WEEKLY 23,828 lines (1962); 30,240 lines (1961).		
OIL CITY-FRANKLIN, PA.		
Derrick-m	551,800	552,541
News-Herald-e	464,750	452,091
Grand Total	1,016,550	1,004,632
ONEONTA, N. Y.		
Star-m	436,954	438,186
PADUCAH, KY.		
Sun-Democrat-e	696,738	770,770
Sun-Democrat-S	252,294	243,068
Grand Total	949,032	1,013,838
Includes FAMILY WEEKLY 23,534 lines (1962); 30,982 lines (1961).		
PASSAIC-CLIFTON, N. J.		
Herald-News-e	1,082,553	1,164,239
PINE BLUFF, ARK.		
Commercial-e	586,390	580,454
Commercial-S	150,640	153,930
Grand Total	737,030	734,384
Does not include 23,828 lines FAMILY WEEKLY.		
PITTSFIELD, MASS.		
Berkshire Eagle-e	1,055,012	1,051,526
PLATTSBURGH, N. Y.		
Press-Republican-m	596,274	632,016
PORT JERVIS, N. Y.		
Union-Gazette-e	268,030	328,328
POTTSTOWN, PA.		
Mercury-m	829,873	906,542
POUGHKEEPSIE, N. Y.		
Journal-e	876,904	970,725
Journal-S	248,062	268,744
Grand Total	1,124,966	1,239,469
Includes FAMILY WEEKLY 23,832 lines (1962); 30,245 lines (1961).		
QUINCY, ILL.		
Herald-Whig-e	548,044	625,842
Herald-Whig-S	176,708	203,602
Grand Total	724,752	829,445
RAPID CITY, S. D.		
Journal-e	640,864	648,312
Journal-S	178,080	154,700
Grand Total	818,944	803,012
RENO, NEV.		
Journal-m	645,806	536,312
Journal-S	210,672	247,086
Gazette-e	951,595	916,356
Grand Total	1,808,073	1,699,754
Does not include FAMILY WEEKLY.		
SALISBURY, N. C.		
Post-e	605,738	637,658
Post-S	130,858	147,518
Grand Total	736,596	785,176
SIOUX FALLS, S. D.		
Argus-Leader-e	728,398	737,870
Argus-Leader-S	210,994	232,582
Grand Total	939,932	970,452
STROUDSBURG, PA.		
Record-m	533,414	519,666
TOPEKA, KANS.		
Capital-m	1,025,129	959,124
State Journal-e	981,037	902,986
Capital-Journal-S	292,488	274,806
Grand Total	2,298,654	2,136,916
TUCSON, ARIZ.		
Star-m	1,699,359	1,721,811
Star-S	352,863	338,776
Citizen-e	1,885,975	1,977,153
Grand Total	3,938,197	4,037,740
WAUKEGAN, ILL.		
News Sun-e	1,252,258	1,267,392
WILMINGTON, DEL.		
News-Journal-me	1,729,502	1,687,014
WOONSOCKET, R. I.		
Call-e	722,652	793,467
CANADA		
CALGARY, ALTA.		
Herald-e	1,865,606	1,946,634
EDMONTON, ALTA		
Journal-e	1,808,896	1,731,267
HAMILTON, ONT.		
Spectator-e	2,211,837	2,241,606
KITCHENER-WATERLOO, ONT.		
Record-e	1,472,047	1,370,918
LETHBRIDGE, ALTA.		
Herald-e	706,520	681,308
LONDON, ONT.		
Free Press-me	1,909,851	1,824,213
NORTH BAY, ONT.		
Nugget-e	658,207	668,053
OTTAWA, ONT.		
Citizen-e	1,944,647	1,864,221
Including WEEKEND MAGAZINE & COMIC Section.		
LeDroit-e	1,112,905	982,324
Weekend PERSPECTIVES not included.		
QUEBEC, P.Q.		
Le Soleil & L'Evenement-Journal-me	2,186,997	2,050,419
REGINA, SASK.		
Leader-Post-e	275,378	206,879
TROIS RIVIERES, QUE.		
LeNouvelliste-e	814,710	687,307
VANCOUVER, B. C.		
Sun-e	2,351,199	2,332,514
Province-m	1,136,104	1,041,180
Includes WEEKEND MAGAZINE 108,930 lines (1962); 91,461 lines (1961). PART RUN 21,909 lines (1961).		
WINNIPEG, MAN.		
Tribune-e	1,395,563	1,457,560

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Promotion Man Heads New Copy Service

TOLEDO

The *Blade's* new sales promotion and copy service department is headed by Kenneth Kinney, who was formerly promotion manager of the *Evansville* (Ind.) *Courier & Press.* Earlier he was with the promotion department of the *Des Moines* (Ia.) *Register and Tribune.*

Mr. Kinney was for many years advertising manager of Gabberts, a Minneapolis retail furniture and appliance chain.

The sales promotion department is a new Blade facility, providing its advertisers with merchandising aids, research, and copy service. In his new capacity, Mr. Kinney will plan and execute advertising campaigns and sales presentations for retail and other accounts.

UPI in Pact With Tass on Newspictures

A contract for the exchange of newspictures between Tass, the Russian news agency, and United Press International becomes effective Aug. 1. The Associated Press has negotiated a similar agreement, effective the same date.

The contracts provide for the two American-based agencies and Tass to exchange news photos by air express packets, Telephoto and radio. A regular schedule of payments will govern the use of such photos.

Tass reserves the right to withdraw distribution rights in any country where it chooses to deal exclusively with a national agency.

Frank Tremaine, UPI vice-president and general manager for newspictures, said the agreement formalizes previous understandings and resulted from an intention on Tass' part to commercialize distribution of its newspictures. Tass made an exclusive contract with ANSA several months ago for distribution of its pictures in Italy.

Mr. Tremaine said neither UPI nor AP have staff photographers in the Soviet Union, although all of UPI's Moscow newsmen carry cameras and UPI employs a Russian photographer on a part-time basis.

In addition to the Tass contract, UPI has signed an agreement with Novosti, a Soviet news agency organized within the past two years, under which UPI obtains access to its newspictures.

John Park JR.
AND COMPANY

NEWSPAPER SALES, PURCHASES, LEASES

FINANCIAL CONSULTANT

YOUR CONFIDENCE RESPECTED

TEmple 3-3018
RALEIGH, N. C.
1807 McDONALD LANE

NATION-WIDE PERSONAL SERVICE

J. Perry

(*Continued from page* 9)

entitled, "A National Dividend for Every Voter." It describes his political philosophy and shows how he believes the government could be run as a big business with each voter sharing in the profit. It calls for a Constitutional amendment limiting the income tax to 50%.

In 1946 Mr. Perry married Jeanne See. They have three sons: John Holliday III, Henry A., and Stanton See Perry.

In 1959, Mr. Perry Jr. sold the *Jacksonville* (Fla.) *Journal*, an evening paper, to the *Jacksonville Times-Union*, owned by Florida Publishing Company.

Farwell Perry sold Western Newspaper Union last year. Nineteen branches went to the Hammermill Paper Co., Erie, Pa., the Chicago and San Francisco branches to Reilly Electrotype Division of Electrographic Corp.; and the other branches to their local managers. They now operate under different names. Western Newspaper Union became a Hammermill division. Last June what Mr. Perry retained was named the FWP Corporation. Assets of it are being liquidated.

Farwell, Yale graduate (1943) was also an Air Force pilot in World War II. He became president of Western Newspaper Union in 1948. WNU at one time operated what was called Printed Service ("boiler plate") that was sold to 6,000 weekly newspapers. Farwell got out of that business in 1951. It also was a dealer in newspaper equipment.

The break-up of WNU, according to Farwell Perry, was due mainly to economic conditions, "rising costs of doing business under government control and excessive taxation." Two anti-trust suits were brought against it.

Farwell Perry makes his home in Greenwich, Conn., with his son James D., 8. The ex-Mrs. Perry lives in Tuxedo Park with the other son, Farwell, 3.

John H. Perry Sr., who began his newspaper career as counsel to E. W. Scripps and was general counsel of Scripps-Howard Newspapers for many years, died Dec. 4, 1952, at the age of 71. There were 11 dailies and 18 weeklies in his group.

•

Stick to Co-op Ad Allowances, Retailers Told

Retailers were urged this week "not to be frightened away from seeking advertising allowances from their resources" as a result of the Federal Trade Commission scrutiny of co-op advertising.

James J. Bliss, counsel for the National Retail Merchants Association advised retailers not to refuse to consider withdrawing business from vendors who will not grant ad allowances.

"A statement attributed to a vendor group source that the refusal by a retailer to deal with non-cooperating suppliers would constitute a violation of the law is sheer nonsense," Mr. Bliss wrote. "The law still gives the retailer the right to do business with whomever he pleases.

"Secondly, remind your resources that the Robinson-Patman Act does not outlaw advertising allowances *per se* but only discriminatory advertising allowances."

•

High School Contact Supervisor Appointed

IOWA CITY

L. Erwin Atwood of Wessington, S. D., has been named instructor in journalism and supervisor of high school relations in the University of Iowa School of Journalism, Prof. Leslie G. Moeller, director of the school, announced this week.

Mr. Atwood replaces Edward P. Bassett, who has been named publisher of Student Publications, Inc., which publishes the *Daily Iowan*, and the *Hawkeye*.

L. A. Times Opens Mexico City Bureau

LOS ANGELES

Otis Chandler, publisher of the *Los Angeles Times*, has announced five editorial appointments and the establishment of another foreign bureau.

Chester "Smoke" Hale, city editor, a Times staffer for 34 years, has been named to the Times Editorial Board. Succeeding him as city editor is Henry D. Osborne, formerly assistant city editor.

Edwin "Ted" Weegar, editor of the Opinion section, moves to the Washington bureau in the new position of executive news editor. He will join Robert Hartmann's staff July 30.

News Service Head

Returning from a temporary assignment in Washington Aug. 6 will be Francis B. Kent, news editor, who assumes the new post of editor of the Los Angeles Times-Washington Post News Service, established recently.

A bureau will be established July 30 in Mexico City, with George Natanson as bureau chief.

Mr. Natanson, 40, has traveled and lived in Latin America. A former student at the University of San Marcos in Lima, Peru, he was a special editor and columnist for the Caracas (Venezuela) *Daily Journal*, a public relations consultant in La Paz, Bolivia, and an NBC news correspondent. He also served in the Navy.

•

Kennedy News Parley Poll Taken by Agency

Network news experts have known for some time that televised Presidential press conferences hold small audiences; now an "instant data service" poll appears to confirm it.

The poll, taken by Young & Rubicam ad agency's researchers, turned up this finding: Two-thirds of the 84 persons interviewed by telephone in 12 major cities didn't know on the evening of June 14 that the President had held a news conference that day; and 60% of the same group still hadn't learned about the conference "yesterday" when polled 24 hours later.

Most of the people who said they had watched a Kennedy news conference said it was "a worthwhile experience" and many said it gave them a "feeling of democracy."

You see more opportunities through our eyes

And you are protected from the hazards of negotiating on your own by Blackburn's penetrating knowledge of markets. We do not send out lists; every sale is handled on an individual basis. Seeing the total picture through our eyes widens opportunities and narrows the risk for both buyer and seller.

BLACKBURN & *Company, Inc.*

RADIO • TV • NEWSPAPER BROKERS

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.	*CHICAGO*	*ATLANTA*	*BEVERLY HILLS*
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	Hub Jackson	Robert M. Baird	9441 Wilshire Blvd
Gerard F. Hurley	333 N. Michigan Ave.	John G. Williams	Beverly Hills, Calif
RCA Building	Chicago, Illinois	Healey Building	CRestview 4-2770
FEderal 3-9270	FInancial 6-6460	JAckson 5-1576	

'Casey' Jones Wins Campaign for Water

SYRACUSE, N. Y.

Everyone recognized the problem, but no one was doing anything about it:

Syracuse and Onondaga County needed a new water supply or its industrial growth would come to a standstill.

So, Alexander (Casey) Jones, executive editor of the *Syracuse Herald-Journal* and *Herald-American* of the Newhouse group accepted the chairmanship of a committee to do something about it in 1959.

After three years of investigation, compromise, cajolerie and in-fighting, the committee's efforts bore fruit. Two weeks ago voters overwhelmingly approved a $45-million bond issue to tap Lake Ontario, providing the area with an unlimited water supply.

When an Editor Feels Humble

While an excited, happy crowd of water workers and politicians watched the election returns coming in at headquarters in the county office building, Mr. Jones calmly sat on the porch of his home listening to the radio report of the tallies, spelling victory.

"I was tremendously pleased," Mr. Jones said "but you always feel pretty humble when the people show their confidence in you at the polls."

Mr. Jones set up meetings of his committee on a weekly basis. He assigned homework. The committee toured and inspected all possible sources of supply. Experts on finance, water law and engineering were called in.

The committee hired O'Brien & Gere, a local engineering firm, as consultants. The city and county appropriated $25,000 to pay the firm.

A report was handed to the county Board of Supervisors in December, 1960. More reports were to come and the committee evolved into the Onondaga County Water Agency, an official body.

No Politics

Through Mr. Jones' efforts, the water question largely was kept out of politics. Mr. Jones also had urged the summer-time vote, because he didn't want this project to get lost in the fine print on a ballot during a gubernatorial election. "The politicians said I was wrong—that we couldn't get the voters out. I told them we'd put on a drumfire campaign and would appoint a citizens committee to help us," Mr. Jones remarked this week.

One of the effective campaign tools was a color film, "The Prosperity of Water." Mr. Jones said the cost of the film was estimated at $20,000. The Metropolitan Development Association, a private organization dedicated to the growth of the Syracuse-Onondaga Area, donated $15,000 toward the film.

Approaching the General Electric Company, which has a huge complex of plants here, to provide technicians and talent for producing the film, Mr. Jones was told he would have to pay $3,000 for a script.

Free Script

"Hell, I'll write it myself," the editor said when informed of the price. GE people wrote the script for nothing.

"The Prosperity of Water" was shown at the International Documentary Show in London and took third prize out of 1,100 entries.

The water campaign moved into high gear as the referendum approached. So did the opposition. One radio station devoted almost every day to oral editorials against the water proposal and often to Mr. Jones personally.

The *Syracuse Post-Standard* and *WSYR*, radio and television, both Newhouse affiliates, joined the pro-water forces as the campaign moved into the home stretch.

Editor Turns Orator

Mr. Jones spoke to innumerable gatherings. At one meeting, an opponent asked Mr. Jones if his paper were presenting both sides of the picture. "I don't suppose," Mr. Jones told him, "we've printed more than 100 columns on the subject."

The Herald-Journal's city hall reporter, Joseph V. Ganley, had become the paper's water expert over the years. From June 10 to July 10 he wrote a daily series providing the full history, background and importance of water in Onondaga County.

The politicians were wrong. More than 58,000 voters turned up at the polls. In the face of higher taxes, every city ward voted for water.

To anyone who might think "Casey" Jones undertook the job for personal glory, he said, "I can think of more interesting ways to spend my time than 1,000 hours working for water."

A newspaperman since 1915, when he graduated from the University of Wisconsin, Mr. Jones came here in 1950 after having been managing editor and assistant to the publisher of the *Washington* (D. C.) *Post*. He is a past president of the American Society of Newspaper Editors.

Alexander F. (Casey) Jones

Mid-Year Dividend Of $583,000 Shared

HACKENSACK, N. J.

A mid-year dividend of 28 weeks' base salary, the largest in the paper's history, was distributed to the more than 450 full-time staffers of the *Record* (formerly *Bergen Evening Record*).

The amount compares with 16 weeks' base salary which was paid as the mid-year dividend a year ago, and is actually more than the two yearly dividends paid each June and December prior to 1955.

Editor and Publisher Donald G. Borg said the dividend totalled about $583,000.

Editorial department members of the Record voted 57 to 35 against having Local 173 of the American Newspaper Guild as a bargaining unit.

•

Paul Shibeler Dies; Lensman 50 Years

NOBLESVILLE, Ind.

Paul Shibeler, 74, retired chief photographer of the *Indianapolis News*, died in Riverview hospital here July 21.

Mr. Shibeler had been with the News 50 years when he retired late in 1953. His widow, Mabel Wheeler Shibeler, is a former reporter for the *Indianapolis News* and *Indianapolis Times*.

Herz Leaving Airline

Effective Aug. 1, George G. Herz will resign after 11 years as advertising and publicity manager of Scandinavian Airlines System, Inc. For six years prior to joining SAS, Mr. Herz was assistant to the late Danton Walker, Broadway columnist of the *New York Daily News*.

•

Chitty Gets Paper

Effective Sept. 1, Les Chitty & Associates Ltd., Toronto, will nationally represent the *Brockville* (Ont.) *Recorder* and *Times*, according to A. C. Moore, director of advertising. The newspaper was formerly represented by W. F. L. Edwards & Co., Ltd.

PHOTON

The only firm exclusively devoted to the development of phototypesetting equipment.

Wilmington, Mass.

Paul C. Edwards Dies; Founded Houston Press

PALO ALTO, Calif.

Paul Carroll Edwards, retired Scripps-Howard executive who founded the *Houston Press* in 1911, died here July 23 of a heart attack. He was 80.

Associated with Scripps-Howard for 50 years, he was characterized by Roy W. Howard as "one of the truest gentlemen I have ever known." They covered news from their respective schools for the *Indianapolis* (Ind.) *Times*.

Covered Earthquake

While at Stanford University, where he later became president of the board of trustees, Mr. Edwards was campus correspondent for the *San Francisco Bulletin*. In the 1906 earthquake, he walked and rode horseback the 30 miles to San Francisco to report the damage, only to find the newspaper plant destroyed.

After graduation, he was called to Miramar, Calif., where the late E. W. Scripps gave him instructions and sent the young man to found the Houston Press. The initial investment allocated for the venture was $7,000. The paper was in the black before the bankroll was exhausted. Advertising was refused until circulation had been built to a point warranting a 25 cent-per-inch rate.

His Texas experiences included a scrape with a mob and a fist fight with a former city attorney who was enraged over a story published in the Press. Mr. Edwards was editor of the Press from 1911 to 1916 and then moved to the old *Dallas Dispatch* as editor-in-chief of the Scripps' Texas newspapers, 1916-22.

In 1922 he was appointed editor of the *San Diego Sun* and chief of California Scripps-Howard papers. He then went to San Francisco where he was associate editor of the *San Francisco News* until he retired in 1956.

Mr. Edwards capped his career with service to Stanford University which included five years as president of the board and a decade as a trustee.

•

Travel Editor

HOLLYWOOD, Fla.

Bernard O'Brien, news editor, *Hollywood Sun-Tattler*, has been appointed travel editor of the newspaper. In addition, he writes society columns for northern newspapers during the winter season.

Obituary

MALCOLM MACDONALD, 66, sports promotion specialist, *San Francisco* (Calif.) *Examiner;* recently.

* * *

WILL R. BURGE, 81, editor and publisher of the *Cherrydale* (Kans.) *Republican* from 1915 to 1938; recently.

* * *

WAYNE A. SHOEMAKER, 61, newspaper reporter and television and radio script writer; July 19. Since 1960 he was a reporter and rod and gun editor for the *Hackensack* (N. J.) *Record*.

* * *

NELSON R. SWAYZE, 61, retail advertising manager, *New Orleans* (La.) *States-Item;* July 17.

* * *

PHILLIP J. GREGORY, editor and publisher of the *Kuna* (Idaho) *Herald*, 1917-1956; recently.

* * *

DAVID HASTINGS MACADAMS, 83, editorial writer for the *Detroit* (Mich.) *News*, 1927-1950; July 19. He started his newspaper career on the *St. Louis* (Mo.) *Republic*.

* * *

EUGENE J. CHARIOTT, 63, police and fire reporter, *Norwalk* (Conn.) *Hour* for 42 years; July 17.

* * *

C. EDWARD SHEA, 55, publisher of the *Bar Harbor* (Me.) *Times;* July 15.

* * *

CLYDE BRION DAVIS, 68, novelist and former newspaperman; July 19. Among the best-known of his 18 books were *The Anointed* and *The Great American Novel*.

* * *

HARRY WALLACE HOYE, 83, former managing editor of the *Boston Herald* and an editor of the *Boston Advertiser* and *Daily Record;* July 13. He practiced law for seven years before entering newspaper work.

* * *

PHILIP W. BUXTON, 60, owner and publisher, *Bucksport* (Me.) *Free Press;* June 22.

* * *

WILLIAM F. HERBERT, 56, formerly on editorial staff, *Worcester* (Mass.) *Telegram-Gazette*, more recently a motion picture public relations consultant; June 22.

* * *

KING WHYTE, former outdoor columnist, *Toronto* (Ont.) *Daily Star;* June 26.

PRESS RELEASE—William C. Wieking is honored on his retirement as assistant vicepresident—field engineering for R. Hoe & Co., press manufacturer. Shown at the dinner given Mr. Wieking are (l. to r.) Joseph L. Auer, president of Hoe & Co., Inc.; T. H. Brekka, outside works superintendent; Mr. Wieking; Burton C. Polglase, vicepresident—chief engineer; William W. Henderson, vicepresident—press sales and engineering.

classified section

Benefit from our Vast Newspaper Audience

ANNOUNCEMENTS

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DIAL
"America's No. 1 Newspaper Broker"
Kalamazoo, Michigan. Phone 349-7422.

NEWSPAPER SALES-PURCHASES
All negotiations in strict confidence.
No public listings
DIXIE NEWSPAPERS
P.O. Box 579, Gadsden, Alabama

IT'S NOT the down payment that buys the newspaper—it's the personality and ability of the buyer. This is why we insist on personal contact selling.
LEN FEIGHNER AGENCY
P.O. Box 189 Mt. Pleasant, Michigan

MAY BROTHERS, Binghamton, N. Y.
Established 1914. Newspapers
BOUGHT and SOLD without publicity.

PACIFIC NORTHWEST Licensed Broker of Newspaper Properties.
HARRIS ELLSWORTH
P.O. Box 509, Roseburg, Oregon

ANNOUNCEMENTS

Newspaper Brokers

CONFIDENTIAL INFORMATION
Daily Newspaper Properties
W. H. Glover Co. Ventura, Calif.

SALES-PURCHASES-FINANCING handled with discretion. Publishers Service, Box 3132, Greensboro, N. C.

FITTING THE SHOE—Some papers take more experienced management than others. We try to place you where you can be successful and happy. GABBERT & HANCOCK, 3709-B Arlington Ave., Riverside, California.

Newspapers For Sale

WESTERN DAILY, $20,000 down. County seat weekly, only paper in county. West. $14,500 down. Capital gain weekly, needs energetic publisher, $10,000 down. California weekly, $15,000 down. Joseph A. Snyder, Newspaper Broker, 2234 E. Romneya Dr., Anaheim, Calif.

EDITOR AND PUBLISHER'S CHART AREA

Use CHART AREA Number in Ad Copy for showing LOCATION without IDENTIFICATION

ANNOUNCEMENTS

Newspapers For Sale

MICHIGAN TIMES, GRAND RAPIDS Weekly mailing 5,600—can double. County pop. 350,000, growing industries. Prize City progress. Two oldsters (75) retiring for youth. Rare bargain $15,000.

IF INVESTING IN SMALL DAILY and need editor-publisher, see "Career Newspaperman" ad under "Situations Wanted-Administrative."

$3,000 NET A MONTH

Long established paper in fast growing residential-industrial Midwest suburban city. Publisher's net for 5 years above $36,000.

Paper exclusive in field; second-class, not throw-away.

Down payment $50,000, balance on 10-year contract. Price includes bank account, all receivables.

Write:
LARRY TOWE AGENCY
Box 247, Ithaca, Michigan

OUTSTANDING NEWSPAPER PROPERTIES
now being offered in South and Southeast. Write or call: Newspaper Service Co., Inc., 408 S. Bonita Ave., Panama City, Fla.

SELECT WEEKLIES

Ark.	$65M—Neb.	$20M & $50M
Col.	$70M—Okla.	$30M
Ill.	$25M—Ore.	$30M
Ia.	$45M & $68M—S. Dakota	$20M
Ks.	$28M & $40M—Tex.	$20M & $100M
Miss.	$135M—Wash.	$35M
Mo.	$65M—Wyo.	$30M

New England $125M
Midwest $400M

M. R. Krehbiel, Box 88, Norton, Ks.

CLASSIFIED

Advertising Rates

Line Rates EACH CONSECUTIVE Insertion

SITUATIONS WANTED (Payable with order) 4 times @ 55c per line each insertion; 3 times @ 70c; 2 @ 80c; 1 @ 95c. Add 25c for Box Service. Do not send irreplaceable clippings, etc., in response to Help Wanted ads until direct request is made for them. E&P cannot be responsible for their return.

JOB APPLICANTS may have a supply of printed employment application forms by sending self-addressed 8c stamped envelope to E&P Classified Department.

ALL OTHER CLASSIFICATIONS: 4 times @ $1.00 per line each insertion; 3 times @ $1.15; 2 times @ $1.30; 1 time @ $1.45 per line. 3 line minimum. Add 50c for Box Service.

E&P will not forward individual replies to box numbers weighing more than two ounces — otherwise additional postage must be supplied by respondent.

$1.00 SERVICE CHARGE FOR AIRMAIL

52-Time Contract Rate
70c per line

DISPLAY-CLASSIFIED, $2.50 per agate line. $35.00 per column inch. Minimum space one inch.

DEADLINE FOR CLASSIFIED ADVERTISING, Tuesday, 5:00 P.M. Count 36 characters and/or spaces per line. No abbreviations. (Add 1 line for box information). Box holders' identities held in strict confidence. Replies mailed daily. Editor & Publisher reserves the right to edit all copy.

Editor & Publisher
850 Third Ave., N. Y. 22, N. Y.
Phone PLaza 2-7050

ANNOUNCEMENTS

Newspapers For Sale

NEW ENGLAND WEEKLY and job shop grossing $54,000 located in recreation lake area with new industry. Well equipped plant producing unusual net on a growing gross. $52,500, with at least 50% cash required, balance financed. References and principals only. Write Box 146, 1 litor & Publisher.

TWO WEEKLIES, Chart Area 2 and 3, down payments $22,000 and $20,000 respectively. Publishers Service, P.O. Box 3132, Greensboro, N. C.

CHART AREA 1 SMALL WEEKLY, now offset, with profitable printing. $5,000 down. Box 153, Editor & Publisher.

CALIFORNIA RURAL EXCLUSIVE. Modern plant, near college, mountain recreation, prosperous area. $25,000 down includes accounts receivable. This one will sell quickly. Confidence has returned. I have sold two papers in past two weeks. Hurry! J. A. Snyder, Newspaper Broker, 2234 East Romneya Dr., Anaheim, California.

DAILY grossed $143,000 last year. May be purchased for $150,000 with 29% down. Desirable area with future growth apparent. Good Climate. Only qualified buyers should enquire. DEAN SELLERS, Newspaper Broker, 625 E. Main Street, Mesa, Arizona.

EASTERN DAILY. Mornings except Saturday. Unopposed in county-seat college town of 16,800 including fringe population. Grossing $110,900. Participates beginning July 25 in legal publication rights. Calculated 1963 potential $200,000. Remarkably modern plant, fully staffed. Circulates 3,800 at $18.20 year. No Jobwork. Price $150,000, one-third down and five years. Our No. 1740. May Brothers, Binghamton, N.Y.

FARMING AREA Exclusive Weekly. Above-average plant. Prettiest rural town in Calif. Only $12,500 down includes building. J. A. Snyder, Newspaper Broker, 2234 E. Romneya Dr., Anaheim, Calif. First one who inspects will buy.

NEW ENGLAND multiple weekly newspapers and plant grossing $115,000 in expanding area with rich potential. Want buyer who will continue high standards of publications. Must be financially responsible. Box 152, Editor & Publisher.

1. NORTHWEST. Paid weekly and shopper. Excellent gross. Absentee owned. Asking $200,000. 29% down. Qualified, please.
2. SOUTHERN CALIFORNIA. Offset group. Gross $120,000. Asking $40,000. $17,000 down.
3. MIDWEST. Exclusive county seat weekly. Gross $40,000. Asking $60,000 including real estate.

JACK L. STOLL AND ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

Newspapers Wanted

I AM INTERESTED in acquiring as principal a daily money-making Newspaper in the 25 to 50-thousand circulation class, located in the Northeast or on Pacific Coast. Adequate financial responsibility and publishing background. No. 1771, May Brothers, Binghamton, N.Y.

NEWSPAPER SERVICES

Features

STIMULATE ADVERTISING interest with "Today's Aditorial"—a whimsical column of comment on ads America needs. Send for free samples you may use. Box 187, Editor & Publisher.

Press Engineers

Newspaper Press Installations
MOVING—REPAIRING—TRUCKING
Expert Service—World Wide
SKIDMORE AND MASON INC.
55-59 Fourth Street
Brooklyn 31, New York
JAckson 2-6105

NEWSPAPER SERVICES

Press Engineers

Newspaper Presses and Conveyors

THE EDWARDS TRANSFER Co., Inc.
1100 Ross Ave. - 1315 Ashland St.
Dallas 2, Texas Riverside 1-6363

ERECTING, DISMANTLING, TRUCKING, REPAIRING AND PROCESSING
Serving the South and S.W. since 1900

MACHINERY and SUPPLIES

Composing Room

SURPLUS in modern composing room equipment:-

15 Intertype lightweight 90 channel lower split magazines.

30 fonts Intertype mats, mostly short fonts, list on request.

2 Model F Elrod casters, 36 pt. Nos. F-4380-E and F-2562-G.

55 Elrod molds.

Monotype Material Maker #14384 gas pot. Monomelt, 19 molds.

Rouse power miter on steel cab.

Hacker Block Leveller.

3 Hammond Ben Franklin saws.

Miller Universal saw trimmer.

Rouse Band Saw.

TYPE & PRESS of Illinois Inc.
3312 North Ravenswood, Chicago

THE NATION'S NEWSPAPER FORMS roll on L. & B. Heavy Duty Newspaper Turtles—$84.50 to $97.50, fob Elkin. Write for literature. L & B SALES COMPANY, 113 West Market Street, Elkin, North Carolina.

Orlando Sentinel
ORLANDO, FLORIDA
Attention:
Charles Brumback

Composing Room Equipment

No.	Description	Price Per Font
3	5-pt. #2 Ionic #5 w/bold face #2	$100
7	5½-pt. #52 Ionic #5 w/bold face #2	$100
6	5½-pt. #64 Ionic #5 w/Gothic #16	$100
3	6-pt. #514 Gothic #19 (duplicate character)	$100
3	7½-pt. #2 Ionic #5 w/bold face #2	$100
2	8-pt. #200 Ronaldson #1 (new)	$200
14	8-pt. #264 Corona w/Erbar bold	$100
7	8-pt. #462 Paragon w/Paragon bold	$100
22	9-pt. #228 Corona w/bold face #2	$100
9	9-pt. #230 Corona w/bold face #2	$100
2	14-pt. #102 Cent. Expand. w/Cent. bold italic	$125
1	8-pt. #8503 Futura bold Fotomat	$275
1	8-pt. #8505 Futura Medium Fotomat	$275
1	12-pt. #12227 Century Schoolbook Fotomat	$275
1	12-pt. #12228 Century Schlbk. Italic Fotomat	$275
1	12-pt. #12493 Futura bold condensed Fotomat	$275
1	12-pt. #12495 Futura bold condensed Fotomat	$275
1	12-pt. #12503 Futura bold condensed Fotomat	$275
1	12-pt. #12504 Futura bold oblique Fotomat	$275
1	12-pt. #12505 Futura medium Fotomat	$275
1	Used Sta-Hi Vacuum Page Casting Box, type V-8-T #136 w/out pot	$350

MACHINERY and SUPPLIES

Composing Room

COMPOSING ROOM LIQUIDATION

(Location: Denver, Colorado)

MODEL 35, No. 66,109
RANGEMASTER, with 2 wide 90, 2 wide 72 ch. mags. 6 molds, quadder, blower, saw.

MODEL 33, No. 59,260
RANGEMASTER, with 4 wide 72 ch. mags. 6 molds, quadder, blower, saw.

MODEL 31, No. 57,931
with 4 mags. 4 molds, quadder, blower, saw.

(2) MODEL 8, Nos. 53,770 & 53,771
ea. with 3 mags. 4 molds, quadder, blower, saw.

MODEL 5, No. 55,451
with TTS keyboard & operating unit, 4 molds, blower, mat dectector.

(All machines with electric pot, Margach feeder, AC motor. Excellent condition.)

BEN SHULMAN ASSOCIATES
60 East 42nd St., N.Y. 17 OXford 7-4590

FLOOR MODEL SLUG SAW, $95. Linotype model "L" with new fast screws and distributor bar, $480. Twenty fonts of usable type—McFarland, Chelt., Cas., Cooper—from 12-pt. to 60-pt.; 500 lbs. clean Lino metal pigs. Make offer. Sentinel, Clare, Mich. EV 6-9937.

MODEL 35 LINO, Serial 66137. Gas pot, Hydroquadder, blower, feeder, 3 molds, 4 fonts mats. Magazines: 2 full 90's, 2 upper 72 splits, 3 lower 72 splits. Now in operation. Price $12,500 takes all. Ensign Publishing Co., Fowler, Calif.

L & B HEAVY DUTY NEWSPAPER TURTLES
are in use all over the United States and foreign countries. "Ask the man who uses them." $84.50 to $97.50. None better at any price. Write for literature.
L & B SALES COMPANY
Box 560, Elkin, North Carolina
World's Largest Distributor of Newspaper Form Trucks
Telephone: 835-1513

Engraving

VARIO-KLISCHOGRAPH NO. K-181

Available immediately. Electric engraver, complete with all standard accessories, 60-line screen and line attachment, approx. 3 yrs. old. Available as the result of the liquidation of the St. Petersburg Independent Mechanical Department. Contact:

INLAND NEWSPAPER MACHINERY CORP.
1720 Cherry St. Kansas City, Mo.
HA 1-5365

Perforator Tape

PERFORATOR TAPE-TTS & FRIDEN 8" or 14" dia. rolls. Quality & Economy.
FURMAN O. RUFF SALES
P. O. Box 12256, St. Petersburg, Fla.

Press Room

FOR SALE
10 Units of Duplex Super-Duty NEWSPAPER PRESS with balloon formers, some color units, motors, etc. Recently used to print comic sections and black and white newspapers of Honolulu Advertiser.

For information write: HAWAII NEWSPAPER AGENCY, INC., 605 Kapiolani Boulevard, Honolulu, Hawaii.

Shop At THE EQUIPMENT MART — And Save

Used Equipment & Supplies—Private Sources, Dealers, Supply Houses

Press Room

SWITCHING TO WEB OFFSET?

Trade in your entire present plant (or any part of it)

ON THE 1962 THATCHER PACER

Featuring . . .

- The completely new heavy duty "jaw type" precision folder that out-performs them all!!
- The amazing new "dial set" synchronization (first in the field) that eliminates waste—simplifies color printing—improves register!
- Rugged construction—Walk - thru units — Dynamic "Adjusto - speed drive — Fully automatic tensions — Simple mechanical controls.

INLAND SALES AND LEASING CORPORATION

(AN AFFILIATE OF INLAND NEWSPAPER MACHINERY CORP.)

1720 Cherry Street
Kansas City 8, Missouri
HA 1-5365

DUPLEX TUBULARS (available immediately)

24-pg. Press (Massachusetts)
16-pg. Press (New Jersey)
8-pg. top deck, long frames
4-pg. top deck, short frames
(Vacuum-back Stereo. Equip.)

BEN SHULMAN ASSOCIATES
60 East 42nd St., N.Y. 17 OXford 7-4590

MODEL B DUPLEX PRESS for sale. Push button, variable speed drive, rollers, chases (16 9 col 11em or 8 col 12em). Excellent printer of prize-winning newspaper. Must move in late August. Very reasonable; as is, where is! Easy removal. The WEST BEND NEWS, West Bend, Wisconsin.

FOR SALE. Four-position roll stand for any single width press. Right or left hand manual tension and margin controls. Electric hoist. Forty inch rolls. Seven shafts. Top condition. Available about Dec. 1. Redwood City Tribune, Redwood City, California.

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32 AND 40-PAGE DUPLEX Tubular, two sections in jumps of two at a time. George C. Oxford, Box 903, Boise, Idaho.

Press Room

WEB OFFSET:

"UPECO"

is an authorized Thatcher Pacer dealer for Maine, Vermont, New Hampshire, Connecticut, New Jersey-New York, Delaware & Pennsylvania. Consult us about newspaper Offset Presses.

I Unit 22¾" x 36 Webendorfer newspaper press with all plate-making equipment.

4-unit Poly 17 x 22 with Sheeter & Folder.

NEWSPAPER PRESSES FOR SALE

24 Pg.—2 to 1 Standard Tubular—Unit Type.

16/32 R. Hoe double width 22¾"
4 Unit Z Type R. Hoe 22¾"
6 Unit Arch Type Goss 22¾"
6 Unit Vertical R. Hoe 22¾"

Model A Duplex 8-pages
Model E Duplex 8-pages
Model AB Duplex 8-pages

Delivered, installed, guaranteed!

STEREO EQUIPMENT

We carry autoplates, plate finishers, mat rollers, melting pots, scorchers, full-page flat casters, full-page back shavers & all auxiliary equipment for the stereotype room.

"UPECO"-Lyndhurst, N.J.
201 - Geneva 8-3744-47-49

FOR SALE: 3-unit Duplex Metropolitan double-width press, overhead feed, recently-rebuilt double folder, 23-9/16" cutoff, 24 pages straight, 48 pages collect, nearly-new 75 HP AC Westinghouse Motor with chain drive and built-in brake, Cutler-Hammer electronic controller, electric overhead hoist for roll handling, full complement of good-condition rollers plus extras, many spare replacement parts. 20,000 per hour speed. To be sold as is, where is. Inspection invited. We will give serious consideration to any reasonable offer as we need the space. Available now. Contact Robert E. Jackson, Anderson Newspapers Inc., Anderson, Indiana.

NEW COLE QUARTERFOLDER

PORTABLE OR STATIONARY
Adaptable all rotary presses.
EIGHTH-FOLDER ATTACHMENT available. Time and money-saver.

OKLAHOMA CITY MACHINE WORKS, INC.
1637 West Main, Oklahoma City, Oklahoma. Call CE 6-3841

GOSS, 28-page Straightline Rotary press for sale. Standard equipment with 22¾ inch cut-off. Physical condition of the equipment is good. May be seen in operation in our plant. Mr. Asa, Highland Park News-Herald & Journal, 5722 North Figueroa, Los Angeles.

GOSS 24-48 page 23-9/16" with extra color cylinder. Double Folder with ¼ fold; end feed, power hoist; AC drive; Wood Pony Autoplate and complete stereo.

BEN SHULMAN ASSOCIATES
60 East 42nd St., N.Y. 17 OXford 7-4590

USED WEB OFFSET. This 16-page Thatcher has been a money-maker. Now we have outgrown it in less than two years. Installed Nov. 1960. Growing volume demands move to larger equipment. W. V. McKinney, Tualatin-Yamhill Press, Hillsboro, Oregon.

Press Room

PLANT LIQUIDATION!

COMPLETE PRESS ROOM

80 Page Full Newspaper Size (22¾ Cutoff) 5 Unit Hoe Double Width Press, with two detachable quarter folders, power paper roll hoists, four Capco single page portable color fountains with mounting brackets. Cline-Westinghouse 100-10HP full automatic press drive complete with controller, 20 six-button push button stations, for operation on a 220 volt, 3 phase, 60 cycle alternating current circuit, angle bars, paper roll shafts with chucks, inking rollers and bare roller stocks and all other accessory items such as tools, etc.

PRICED TO SELL!

COMPLETE STEREO DEPARTMENT
PONY AUTO-PLATE

1. Twelve (12) Goss #40 Form Tables, small dia. wheels.
2. A 5-Ton Kemp obround stereotype metal furnace with immersion gas burners, temperature control and two (2) industrial carburetors.
3. A wood hand operated metal pump with pony spout.
4. A wood Pony Auto plate machine complete with vacuum back and vacuum pump.
5. Speed products electric curved matrix scorcher.
6. A Goss #42-A Chipping Block.
7. A Goss #55-B Serial #217 curved router complete.
8. A Sta-Hi Masterformer complete.
9. A Sta-Hi Finaltrim.
10. A Goss #68-F Flat Router, Serial #64.
11. A Goss #68-E combination saw and trimmer, Serial #18.

PRICED TO SELL!

Also Hammond Electric Page Storage Cabinet

NEWS, INC.
7119 Harrisburg Blvd.
Houston, Texas WA 3-1671

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4 UNIT GOSS PRESS

Arch Type Units, 1 double folder, 22¾" cut-off, 2 quarter folders, 4 sets of angle bars, 1-100 H.P. AC C-W drive, Cline reels, Cline Automatic Tensions, trackage, turntables. Located in San Diego. Available now.

LOYAL S. DIXON CO.
11164 Saticoy St., Sun Valley, Calif.

DUPLEX MODEL "A" now reduced. 8-Page flatbed Web newspress in superior condition. Continuous factory service since new. Westinghouse variable speed controls, complete with extra rollers for 8, 6, or 4-page forms. Rubber form rollers, 14 single-page and 2 double-page chases, locking bars, steel foot sticks and new hi-speed quoins. Must move by Sept. 28. Sacrifice for $7,850 cash. Sentinel, Clare, Mich. EV 6-9937.

CLINE AC Unit Controller with associated unit selector switches, capable of operating up to eight units and one folder at 40 H.P. per unit. Requires Cline AC unit drive motors with internal hydraulic brakes. Power supply 208 volts, 3 phase, 60 cycles. Rating: 360 H.P. To be sold as is, where is, on first come, first served basis. Contact R. T. Bentley, Omaha (Nebr.) World-Herald.

Press Room

PRESSES FOR SALE

THE FOLLOWING PRESSES ARE BEING REPLACED BY A FAIRCHILD COLOR KING WEB OFFSET PRESS AND ARE AVAILABLE NOW AT BARGAIN PRICES; ALL IN EXCELLENT CONDITION.

GOSS COX-O-TYPE—Serial #225 — located Davenport, Washington—asking $7,500.00

DUPLEX AB—Serial #498—located Indiana—asking $6,500.00

2 UNIT VANGUARD Web Offset Perfector, in use 3 years, like new condition —located Los Angeles, California—asking $37,000.00

MANN 51" x 40" Sheet Fed Offset — located Toronto, Ontario — asking $5,000.00

Please contact E. P. Tracht
FAIRCHILD GRAPHIC EQUIPMENT
Fairchild Drive
Plainview, L. I., New York

SCOTT
UNIT & REEL
22¾ cutoff
Jones Tension
year 1934

JOHN GRIFFITHS CO. INC.
420 Lexington Ave., N. Y. 17, N. Y.
MUrray Hill 5-4774

8-RECTIFIERS for use on 220 volts A C to produce 230 volts D C for 200 or 250 HP. George C. Oxford, Box 903, Boise, Idaho.

Stereotype

STA-HI Master A C Former.
A C motor drives 30, 40, 50, 75 HP.
¼ folders, curved routers.
G. C. Oxford, Box 903, Boise, Idaho

HAMMOND Hi-speed router planer, almost new, $495. Sentinel, Clare, Mich. EV 6-9937.

Wanted to Buy

NEWSPAPER PRESSES
COMPLETE PLANTS
MAT ROLLERS
STEREO EQUIPMENT

BEN SHULMAN ASSOCIATES
60 East 42nd St., N.Y. 17 OXford 7-4590

Linotypes—Intertypes—Ludlows
PRINTCRAFT REPRESENTATIVES
136 Church Street, New York 7, N. Y.

USED LUDLOW AND ELROD in good condition. Please furnish descriptions and quotations to Atec Corporation, 1518 Walnut Street, Philadelphia or call KI 6-1900.

REPRO PROOF PRESS in good condition; full page newspaper size. Mount Holly Herald, Mount Holly, N. J.

If you seek a job — or wish to further your career

Consult these 'HELP WANTED' opportunities

Circulation

CIR. MANAGER IN ALASKA—Prefer ambitious young man experienced ABC who can stay on top 10-M circulation non-competitive market and also work part-time in advertising or promotion. Write: Publisher, Fairbanks Daily News-Miner, Fairbanks, Alaska.

SEAMS BURSTING. Northern New England 6,500 daily seeks live-wire circulation manager. Must be promotion-minded. No job for chair warmer. Good salary, bonus, benefits. Write all in first letter. Box 130, Editor & Publisher.

CIRCULATION MANAGER for fast-growing Southwest Ohio suburban weekly. Must be aggressive and able to produce results. Excellent opportunity for right man. Salary open. Good employee benefit program. Box 162, Editor & Publisher.

CIRCULATION MANAGER with temperament know-how and experience to revise a down trend. Must be able to utilize every new and old circulation building technique; must be a shirt-sleeve guy who can work with and reinvigorate distributors, retailers and boys. Those with shiny pants seats and weak wills waste time applying. This is a tough job! Box 154, Editor & Publisher.

DISTRICT SUPERVISOR for evening and Sunday in Southern California. Permanent position in growing area. Send resume and picture. Box 165, Editor & Publisher.

HOME DELIVERY SUPERVISOR for 50M growing A.M. daily-Sunday. Man selected must be well qualified and strong on promotion, service and collections. This can be a rewarding connection for the right man with a proven record who can train, lead and supervise District Managers in rough, problem districts as well as smooth, easy-to-handle areas. Position pays salary bonus and override plus car allowance. Chart Area 2. Write full details including minimum starting salary. Box 158, Editor & Publisher.

WANTED: Circulation Manager, experienced, for Midwestern daily. $140.00 weekly. Send references and photograph to Box 177, Editor & Publisher.

Classified Advertising

CLASSIFIED MANAGER-Medium 6-day P.M. Daily seeking man who probably is assistant Classified Manager now and wants to move up. Must have ideas, experience and a desire to grow with us. Good salary, car expense and bonus. Air-mail references and resume to: Mr. Les Hayes, Advertising Director, Merced Sun-Star, P. O. Box 739, Merced, California.

Display Advertising

DISPLAY ADVERTISING

Experienced, talented and ambitious advertising men for a Florida Daily. Extremely nice living conditions. Salary and incentive bonus commensurate with talent and ability offered. Only top-quality men will be considered. Send complete resume and references. All inquiries will be treated confidentially and acknowledged.

Box 1892, Editor & Publisher

ADVERTISING SALES MANAGER all divisions (circulation about 200,000). West Coast area. Must have proven record, preferably on a 2nd or 3rd paper. Promotion experience helpful. Moving expense assistance. Ideal climate—good family city. Strictly confidential. Box 1960, Editor & Publisher.

Display Advertising

DISPLAY SALESMAN needed now on 25,000 West Coast daily in group of seven. Top figure for top-notch salesman; a permanent job on excellent staff; best working conditions. Excellent living in Southern California coastal climate. Full resume to: Kenneth Murphy, Advertising Director. Star-Free Press, Ventura, Calif.

NAT'L ADVERTISING DEPT. EXCELLENT OPPORTUNITY for the right man. To call on national accounts for metropolitan Bay Area newspaper. Must be able to assume account responsibility immediately. This is a solid position with a future. Send resume and state minimum salary requirement. Our employees know of this ad. Box 1955, Editor & Publisher.

UNUSUAL OPPORTUNITY for aggressive sales-minded manager for two weekly newspapers in scenic nonmetropolitan Southern California area. Part of larger group with prospects for advancement. Man we want must be a self-starter, produce advertising and circulation through hard work, ideas and personal selling in competitive market. Job open immediately. Write Box 1924, Editor & Publisher.

DISPLAY SALESMAN needed by September 1st. 5,000 daily, northern Iowa. Good copy and layout—must be strong seller. Salary and bonus plan. Give details first letter. Box 105, Editor & Publisher.

ADVERTISING SALESMEN: good opportunity for young man looking for a chance to grow . . . 50,000 daily in Chart Area 11. Sales, layout and copy experience a must. Salary commensurate with your ability. Send complete resume, with picture, to Box 132, Editor & Publisher.

DISPLAY ADVERTISING SALESMAN

THE SACRAMENTO BEE

has an opening for versatile, experienced advertising salesman. Good layout ability and a proven record on new business and over-all lineage production are important. Expanding market area. Job offers excellent opportunity, employee benefits. Send detailed experience and personal data resume to:

Personnel Dept.
THE SACRAMENTO BEE
Sacramento-4 California.

DISPLAY ADVERTISING salesman who seeks new challenge in growing area. Must have experience with top production record, strong on layouts and ambition. Top salary plus bonus to qualified man. Write or phone for interview. Position open now! David H. Clymer, The El Dorado Times, El Dorado, Kansas.

ADVERTISING MANAGER for small-medium daily in Nebraska. Top money, opportunity for man who can sell and direct staff of three. Superb community, working conditions. Must be producer. Box 180, Editor & Publisher.

DISPLAY ADVERTISING SALESMAN or saleswoman. Good salary and bonus plan. Send resume, layout samples to: Advertising Director, Fairbanks Daily News-Miner, Fairbanks, Alaska.

WANTED IMMEDIATELY:
EXPERIENCED AD SALESMAN
Knowledge of layout and copy essential. Age 25 to 45. One of Ohio's leading P.M. and Sunday papers, 35,000 class, modern plant, first-class community. Phone or wire collect—Ralph E. Postlethwaite, Advertising Director, News-Journal, Mansfield, Ohio.

Display Advertising

GROWING NEW ENGLAND weeklies need top-flight ad salesman; also need competent editor. Prefer weekly experience. Interest in business available to right person. Box 183, Editor & Publisher.

WANTED:
Qualified, experienced and producing advertising salesman/manager desirous of raising family in friendly, progressive county-seat, college town in Maine has outstanding opportunity with large weekly planning expansion. Both display and classified demand development. Satisfactory salary/commission arrangement negotiable for competent person with good references. Need urgent. Give full details first air-mail letter. Interview if appropriate. Box 155, Editor & Publisher.

Editorial

SPORTS EDITOR: 2-3 years' experience; lay out own pages, cover all sports. Excellent hunting, fishing area. Box 1958, Editor & Publisher.

TOP MISSOURI DAILY, 17,000 and growing, college town, needs experienced local copy man who can edit, work with reporters to tighten and improve writing. Excellent opportunity on established paper with changing ideas. Many fringe benefits. State salary, experience, references, health. Box 1950, Editor & Publisher.

AGGRESSIVE EDITOR for Eastern Indiana weekly in industrial town of 3100. Ideal situation for husband and wife team. Legal newspaper, official Democrat organ of county. No shop problems. Now printed letterpress. Could go offset. Write giving full details to Graphic Printing Company, Portland, Indiana.

COPYREADER — prefer fully experienced man for universal desk, a.m. paper. Immediate and excellent opportunity with good salary, top employe benefits, 35-hour week. Reply in strict confidence to Personnel Director, News-Journal Company, Wilmington, Delaware.

GROWING DAILY in growing Southeastern Washington needs experienced Top General Staff reporter. Please air-mail personal data, experience and references to Donald A. Pugnetti, Managing Editor, Tri-City Herald, Kennewick, Washington. All replies confidential.

IMMEDIATE OPENING for experienced, alert, versatile, sports-minded man for very sports-minded town. Complete make-up of pages and daily column required. Send background to: R. W. Calvert, Box 230, Mesa, Arizona.

MEDIUM DAILY seeks beginner sports writer with J-Degree or some experience. Good starting salary. Write: Executive Editor, News-Tribune, Galveston, Texas.

OPPORTUNITY + SECURITY on top-flight, aggressive weekly in live, small city, for honest-to-goodness, imaginative newsman. Medical-hospital insurance, free life insurance. Aggressive policy. Congenial associates. Top salary to top man. Write A. C. McIntosh, Star-Herald, Laverne, Minn.

REPORTER-DESKMAN familiar with usual local beats. Some sports, features, willing to learn what he doesn't know and to "double in brass." Must drive and have car. Growing daily in resort and college section of Northeast Penna. Write qualifications, experience and anticipated salary. The Daily Record, Stroudsburg, Penna.

STAFFING NEW WEEKLY EDITORIAL and advertising positions wide open on new southern Westchester County, N. Y. weekly. Write fullest details specifying availability and salary. Box 145, Editor & Publisher.

Editorial

WANTED IMMEDIATELY: Reporter for general coverage and some desk work on 18,000 circulation paper. Call, wire or write: A. R. Sicuro for interview. The phone is: AX 6-6438. Record-Courier, Ravenna, Ohio.

CONNECTICUT NEWSPAPER would like to interview young, alert, intelligent reporter who would like to help make a good paper better. Good salary, heavy fringes, opportunity to see ideas accepted, time and space to develop complete stories. Please include full background, present salary, expected salary, availability, particular interests in first letter. Box 1887, Editor & Publisher.

Six-day northern Ohio evening paper, because of staff expansion, has several openings. SPORTS EDITOR; STATE EDITOR; and BUSINESS INDUSTRY & LABOR REPORTER. Phone or write to Pete Stevenson, Managing Editor, Chronicle-Telegram, Elyria, Ohio.

ASSISTANT CITY EDITOR for eve. & Sunday paper. Must have thorough knowledge of good writing, picture cropping, news values. Joe R. Seacrest, M. E., Lincoln (Nebr.) Journal.

COPYREADER with wire news experience. New Jersey daily in New York metropolitan area. Box 125, Editor & Publisher.

EDITOR, MANAGING
Nat'l bus. mag.; NY Metro area; top oppty; 5-fig sal; detailed resume Box EP 1701 125 W 41 St., NY 36, NY.

GENERAL NEWS REPORTER, male, experienced, for New Jersey daily in New York metropolitan area. Box 123, Editor & Publisher.

AMBITIOUS WOMEN

Anticipated are two or three early fall openings which will be filled by ambitious young women who can write, edit and lay out attractive, readable pages with broad family appeal. Copy processing experience will be helpful. Leading papers in an ideal place to live. Please give full background, expectations and ambitions in letter to Box 174, Editor & Publisher.

ASSISTANT EDITOR for well-established 90-page trade publication in recreation-sports field. Must be a self-starter, an idea man, and capable of planning and carrying out editorial programs. Writing, layout and production know-how essential. Experience in association work helpful but not essential. Prefer man in 25-35 age bracket. Send complete resume, photo and samples of work. All replies strictly confidential. Samples will be returned. Salary range $6,500 to $7,000. Fringe benefits. No phone calls, please. Bowling Proprietors' Association of America, Inc., 111 S. Washington Ave., Park Ridge, Illinois.

CATHOLIC NEWS EDITOR
Lively Catholic weekly needs #2 man as News Editor. Work as chief copy editor, makeup editor. Must come up with vital ideas and be able to commit himself to a challenge of a free and responsible Catholic press. Experience in reporting, writing, editing necessary. Good opportunity to advance for alert and active man. Good pay, liberal benefits. Send complete resume, minimum salary requirements, references, and samples (which will be returned) to: Donald Quinn, Managing Editor, The Oklahoma Courier, P.O. Box 981, Oklahoma City 1.

COMBINATION news-advertising man for New Hampshire weekly. Seeking man with initiative who can assume responsibility. Box 172, Editor & Publisher.

HELP WANTED

Editorial

EXCELLENT SPORTS opportunity on six-man staff combined AM-PM-Sunday in Midwest. Chance to advance on day or night side for eager worker willing to take interest in local activities. Box 164, Editor & Publisher.

EXECUTIVE DESKMAN—Must know telegraph and make-up. Should be able to run city room. Fast-growing suburban daily in finest metro area in Southeast. Circulation 16,000. Marietta Daily Journal, Marietta, Ga.

EXPERIENCED NEWSMAN to edit and write for award-winning 4,000 circulation semi-weekly. Growing city of 7,500. Responsible position for responsible man. $115 weekly, expenses, group hospitalization. Write fully to Hanes Byerly, Tidewater News, Franklin, Va.

GENERAL NEWS REPORTER, young, preferably with some experience, for 8,000 circulation daily in North Central Ohio. Box 170, Editor & Publisher.

HELP WANTED

Editorial

MAN OR WOMAN to head wide-awake area desk for Lake Erie resort city daily. Must handle exceptionally heavy load of copy with skill and imagination, lay out several pages daily, dig for exclusives and head a staff consisting of one assistant, three bureaus, 25 stringers. Send extensive samples of writing, layout, to William N. Roesgen, ME, Sandusky, Ohio, REGISTER.

METROPOLITAN NEWSPAPER

Because of unusual recent staff expansion we will have openings for 6 local reporters and 2 copy desk men between now and October. This is a large newspaper with an outstanding reputation; we want men who can maintain and expand it. Write freely—our staff knows of this ad. East, Not N.Y.C. Box 175, Editor & Publisher.

CLASSIFIED AD ORDER FORM

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

By _____

Insert my classified ad for _____ insertions

Classification _____

COPY: _____

☐ Assign a box number and mail my replies daily.

EDITOR & PUBLISHER • 850 Third Avenue • New York 22, N.Y.

"Situations Wanted" and "Newspapers For Sale" payable with order
(See classified rate structure)

HELP WANTED

Editorial

IMMEDIATE OPENING for male reporter or rewriteman, preferably Midwesterner. Must have experience on small or medium-size daily. 40-Hour week, fringe benefits. Prize-winning 46,000 daily circulation. Full resume, salary requirements, photo first letter. Reply: Box 188, Editor & Publisher.

NEEDED AT ONCE: Sports Editor, experienced, to run man-and-a-half department on top 5-day PM daily. Make-up and desk experience essential and strong emphasis on local sports. Phone PA 3-1400, or write: James J. Fox, Editor, Times-Mirror, Warren, Pa.

REPORTER—Preferably with one or two years experience for 13,000 Western New York afternoon daily. Forty-hour week and good fringe benefits. Send resume and salary requirements to: Easton Elliott, Assistant Editor, Union-Sun and Journal, Lockport, N. Y.

SPORTS EDITOR and general reporter. Great hunting and fishing area. Good opportunity. Send resume to: Publisher, Herald, Burley, Idaho.

SPORTS EDITOR 10,500 daily: recent graduate or limited experience: top salary, benefits, good experience opportunity; midwesterner preferred. Box 178, Editor & Publisher.

WOMEN'S EDITOR. Chart Area 3 daily with 26,000 circulation has immediate opening for capable and experienced woman who can take charge of department with two assistants. Five-day, 40-hr. week. All details furnished on first contact. Box 186, Editor & Publisher.

WORKING MANAGING EDITOR wanted to take full charge editorial department of five. Good paper—good town of 25,000. Chance for experienced man to move up. Send complete information, experience, salary, references, etc., in first letter. Chart Area 10. Box 182, Editor & Publisher.

YOUNG ENERGETIC REPORTER for 20,000 morning daily. Interesting assignments. Several years experience required. Personal interview. Editor, Meriden (Conn.) Record.

Mechanical

WANTED: All-around back shop man to become composing room working foreman. Requirements: experience and know-how in mechanical departments, good ideas about efficiency and practical supervision. Midwest daily has excellent plant, equipment and working conditions; outstanding opportunity for right man. Give training, experience and general background in letter to Box 1939, Editor & Publisher.

PRESS ROOM FOREMAN wanted to manage crews operating 8-page Duplex and 12-page Rotary. Edmonton Sun, Edmonton, Alberta, Canada.

LINOTYPE MACHINIST. We have an opening for competent machinist with reasonable knowledge of electricity and tape operation for travelling position. Principal work will consist of installing Star Quadders and AutoSetters. Compensation good and future bright for right man. Please apply by letter stating age, marital and family status, and qualifications for job to V. Andreacci, Star Parts, Inc., South Hackensack, N. J.

MECHANICAL SUPERINTENDENT. Unusual opportunity for capable man to move up to growing Eastern metropolitan newspaper. Replies will be held in strict confidence. Box 160, Editor & Publisher.

PRODUCTION DEPT. ASSISTANT. Knowledge Composing Room, Stereotype, Pressroom. Metropolitan daily Chart Area 12. Send complete resume, salary requirement. Box 168, Editor & Publisher.

SHOP FOREMAN WANTED by small daily. Send resume to Publisher, Herald, Burley, Idaho.

HELP WANTED

Promotion

IMMEDIATE PERMANENT POSITION for promotion man on Alaska's farthest North daily, 10,000 circulation. Must be sober, a good special edition salesman, exceptional on ideas, layout and copy. Excellent working conditions, modern plant. Good salary and commission. Send resume, layout and copy samples—not tear sheets—with first letter to: Advertising Director, Fairbanks Daily News-Miner.

Public Relations

TOP-NOTCH LECTURER offers 15% for top-notch publicist. Box 1961, Editor & Publisher.

PUBLIC RELATIONS OPPORTUNITY

for competent writer-reporter; at least five years' experience on metropolitan daily; late 20's early 30's. Responsible PR position with large manufacturing company. N.Y.C. based. Send resume to:

Box 185, Editor & Publisher.

Salesmen

GROWING OFFSET WEEKLY, with daily possibilities, desires live-wire salesman. Starting pay $100.00 weekly. Send references and full background with letter to: Editor, Roanoke Star, P.O. Box 1050, Roanoke, Virginia.

NEWSPAPER CIRCULATION supplies for national or territorial coverage. Repeat exclusive line. Commission + for career representatives. Arco Circulation Supply Co., 245 Fifth Ave., New York-16, N. Y.

TRADE SCHOOLS

Linotype School

OHIO LINOTYPE SCHOOL
LOGAN 4, OHIO
Linotype, Intertype Instruction
Free Information

SITUATIONS WANTED

Administrative

BUSINESS MANAGER or Comptroller with over thirty years well balanced newspaper and newspaper association experience. Available now. Area unimportant. Box 1941, Editor & Publisher.

CAREER NEWSPAPERMAN, 37, seeks editor-publisher post small daily. Midwest. Buy stock from increases. Newsside to editor small dailies, adside to director. Now director 50,000 daily. Box 1938, Editor & Publisher.

PUBLISHER AND/OR EDITOR. Now in Florida. 20 years' experience. Age 36. Knowledge all departments, front and back. Know commercial printing, pricing. Weekly-daily. Successful record of making weak papers strong and strong papers stronger. Box 114, Editor & Publisher.

Artists-Cartoonists

CONSERVATIVE seeks editor with backbone. Meat-ax or pin, anyway you want it. Samples on request. Box 1922, Editor & Publisher.

Advertising
Circulation
Editorial

SITUATIONS WANTED

Mechanical
Publicity
Management

Artists-Cartoonists

ARTIST—16 years' experience all departments — editorial—art. Available! Box 179, Editor & Publisher.

Circulation

CIRCULATION MANAGER with 14 years' experience all phases desires to move up. Consider top spot from 10,000 up or other on large paper West of the Mississippi. Salary plus bonus for results. Available 30 days from interview and agreement. For details write Box 1947, Editor & Publisher.

WRITE ME

YOU MAY HIT THE CIRCULATION JACKPOT! I have a good job but a publisher (or group of publishers) with the right offer would attract me. My circulation background is broad: Telephone-Boy Sales; Junior-Adult Merchant; Community Promotions; Personnel Training; a creative resourceful spirit; a flair for building goodwill. Any group of weeklies/smaller dailies with a need and a desire to grow, write today to arrange an early meeting. Box 1933, Editor & Publisher.

CIRCULATION MANAGER experienced all phases desires top or good second position with progressive company. Available Sept. 1st. Interview now! Age 41. Box 138, Editor & Publisher.

I'M HAPPY and the publisher is happy, but my wife says I must earn more money. So, I must give up my nice soft job as circulation manager of a small morning and evening daily. I know thoroughly, ABC, carrier, newsstands, street sales, mail room, transportation, everything about circulation. If you've got a tougher circulation job write me, I'll furnish resume and references. Box 143, Editor & Publisher.

CIRCULATION MANAGER—25 years' experience all phases. Desires to relocate with small paper in Chart Area 3 or 4. Available at once! Write Box 157, Editor & Publisher.

Classified Advertising

CLASSIFIED MANAGER — 13 years' experience. Complete classified know-how. Best of references. Chart Area 10 or 12. Write Box 116, Editor & Publisher.

CLASSIFIED MANAGER: 8½ years' sales experience on leading Met daily and 90,000 combination. Strong on daily contracts, display, planned advertising. Good health; family; college. Highest recommendations. Willis Wm. Smith, 6529 W. Highland Rd. 128-N, Mequon, Wisconsin.

Display Advertising

HARD-WORKING GAL, tired of snow, wants Florida Gulf job with advancement. Experienced newspaper advertising sales, layout, copy; specialize food, footwear, menswear, drug (chain), department store, real estate, shopping center. Available October 1. Box 142, Editor & Publisher.

"TUNE UP YOUR STAFF" with a new Display Ad Manager, age 38. Presently retail manager in 50,000 class; 14 years' experience 100,000 class newspaper in retail and national. College, family man. Resume. Prefer Midwest but not mandatory. Box 1948, Editor & Publisher.

YOUNG (32) aggressive Retail Ad Manager on 90,000 + daily in Chart Area 5 desires a change with a future and possibilities of making $10,000 plus. Ten years' experience in newspaper—classified, general and retail. A proven promoter and "go-getter." Let me prove I can lead men in a sound program of growth on your paper. Write Box 113, Editor & Publisher.

Display Advertising

ADVERTISING DIRECTOR

Thirteen years' experience with mets and small dailies. Can take complete charge of department—National, Retail and Classified. Age 39, family man, college grad. Now ad director for Calif. daily. Seeks challenging opportunity with daily in or out of California.

For resume or interview—
Box 1917 Editor & Publisher

COLLEGE GRADUATE, 28, three years' display advertising, copy and layout. Prefer any size newspaper in Wisconsin, Illinois, Michigan, Iowa or Minnesota. Box 159, Editor & Publisher.

DEPARTMENT STORE Display Advertising Man, 16 years' experience. Good layout, copy—some art. Best references. Available Sept. 1-15. Chart Area 1 and 2. Will relocate city 30,000 or less. Box 156, Editor & Publisher.

Editorial

EDITORS & REPORTERS

National clearing house for competent personnel coast to coast at no charge to employer. Phone, Write or Wire HEADLINE PERSONNEL (Agency) 56 W. 45 St., New York OXford 7-6728

'54 J-SCHOOL GRADUATE, Capable, versatile, deskman. Prefer Chart Areas 2, 6. Family. Box 101, Editor & Publisher.

NOTE: TO WEEKLIES AND SMALL DAILIES

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Shop Talk at Thirty

Morgan and the Midget Myth

When Frank W. Braden, for many years press agent for Ringling Bros. and Barnum & Bailey, died last May 3, many obituaries mentioned that he had been credited with planting the circus midget on J. P. Morgan's knee at the Senate Banking Committee hearing in Washington in 1933.

The preservation of the myth bothered Francis M. Stephenson of the New York Daily News staff because he had heard some years ago, firsthand from Ray Tucker, the story behind the story of the sensational picture and headlines. So he wrote to Ray, veteran Washington columnist of the McClure Newspaper Syndicate, and asked him to tell the story as it really happened.

* * *

By Ray Tucker

The Pecora Committee investigating Wall Street in early 1933 was in executive session while the late J. P. Morgan and his lawyer, John W. Davis (the 1924 Democratic Presidential nominee), as well as their legal and financial experts, waited for resumption of the inquiry in the Senate hearing chamber.

As Washington correspondent for the *New York World Telegram* and 20 other Scripps-Howard newspapers, I was embarrassed by the delay. It meant that I had to write a "New Lead" for my overnight dispatch, as it was nearing my noon deadline, and I had nothing to write.

While trying to think up a new angle, I heard somebody say that "there is a circus midget in the corridor." The fantastic headline of "Midget Meets Morgan" swept my mind, as it would any newspaperman's.

When I got to the corridor, a Barnum & Bailey publicity man was walking the little girl up and down. It was not Dexter Fellows, then the circus publicity agent, nor Frank Braden, his successor, who recently died. Neither, as they have written to me, was within miles of the Senate Office Building.

Timid Escort

The midget's escort was a sort of understudy, and timid. When I suggested that we take the tiny thing inside, he demurred. But I finally sold him on the idea, and the door guard, whom I knew well, let us pass when I told him that "she is a friend of mine."

I led them to the end of the long table where the Morgan group sat, and behind which sat the reporters. I did not dream then that my headline would materialize. I pointed out handsome, blue-suited George Whitney, a Morgan partner, who was standing. The most that I hoped was that the midget would meet him. Meanwhile, I went to my place directly behind Morgan to see and hear what might happen.

By this time the circus escort had plucked up courage and placed her on Morgan's right knee. Morgan had previously turned to me and asked who she was, and I told him that she was "from the circus."

A Harmless Fake

Then I pulled a harmless fake in my story. I had him ask "Where do you live, little girl?" which he already knew, and had her reply: "In a tent, sir." The exchange caught the public imagination.

Lawyer Davis, who had a nice sense of the humorous and the quaint, seemed to enjoy the spectacle. He looked on with a sly smirk on his Apollo-like countenance. Junius Morgan, J. P.'s son, also appeared to enjoy the unique performance.

Lya (Lya Graf, the midget) got down off the right knee but late-coming photographers asked for "just one more" on the left knee. However, George Whitney intervened and shooed the midget away. He was quite uncooperative.

There is an untold sequel to the story. When I got home that evening and told Mrs. Tucker, a great Liberal, what I had done, she was upset. She felt that I had helped make a "circus" out of a serious and constructive investigation of the nation's financial Capital and its effects on the national economy.

Next morning, with the committee again in executive session, I sat with Morgan on the window balcony of the Senate chamber. Feeling some qualms, I asked him if he had resented his involuntary meeting with the circus midget.

As I said, he had showed no indignation at the time. But two conservative New York newspapers in their morning editions had expressed their horror at such rude treatment of the great man. He had read them and reacted accordingly.

"Well," he sort of stammered, "I didn't come to Washington to be made the center of a circus sideshow!"

"That's odd," I said. "I have a photograph here from one of my papers, showing you holding her in affectionate grasp."

When I showed it to him, with his hand on her waist, he threw up his hands, and said: "My gosh, that's so!"

Final Chapter

There is still another chapter. A few weeks later, "Ferd" Pecora (Senate Banking Committee counsel and onetime New York Supreme Court Justice) was at my home and Mrs. Tucker told him of her critical reaction to the whole affair.

"You needn't feel that way," he remarked. "I have been seeing a lot of bankers and financiers around the country lately. Since the midget affair they will never have the same unholy fear of the House of Morgan and that will be for the good of the country. The midget incident humanized him!"

Finally, I understand that little Lya was a victim of Hitler's gas chambers because, besides being Jewish, she was considered to be a "useless person."

•

Herndon in Laos

The assignment of Ray F. Herndon III as United Press International correspondent in Laos was announced July 23 by Earnest Hoberecht, UPI vice-president and general manager for Asia. He succeeds Michael Malloy who is being transferred to New Delhi as UPI's manager for India. Prior to joining UPI Mr. Herndon worked for television stations in Texas.

PRESS COMMENT

"THE NEW SALTS" . . . by Dahl, Boston (Mass.) Herald.

Peronist Threatens Seizure of La Prensa

One of Argentina's Peronist leaders has gone on record as saying that if Juan Peron or Peronism returns to power in the country, they would once again expropriate the newspaper *La Prensa*, according to United Press International.

The statement was made by Andres Framini in an interview published July 22 by *El Mundo*. Framini was the Peronist candidate for governor of Buenos Aires province in the elections last March 18 in which Peronist victories, including that of Framini, provoked the ouster of former president Arturo Frondizi and annulment of the elections.

The interviewer asked Framini if he recognized that on some occasions during Peron's 10-year regime here between 1945 and 1955 freedom of opinion was unnecessarily curtailed. Framini replied, "freedom of opinion, you say? We would expropriate La Prensa once again."

La Prensa, owned by the Paz family, was closed and confiscated by Peron on Jan. 26, 1951, and remained in the hands of the Peronists for five years until after the former dictator was ousted and went into exile.

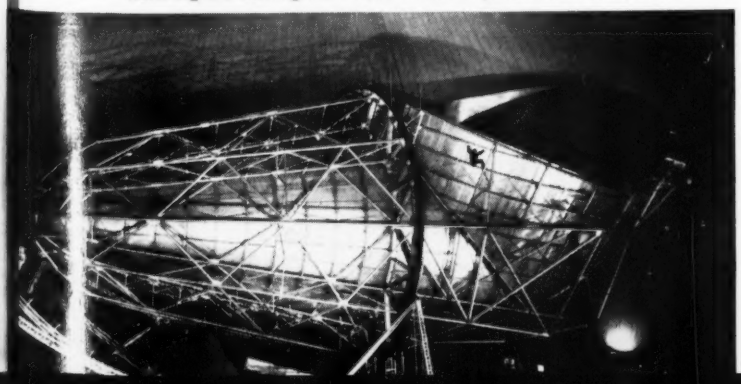
•

From Inside Russia

PHOENIX

Don Dedera, columnist for the *Arizona Republic*, has been filing stories and pictures from Europe and the Soviet Union during a two-month overseas trip with his wife, Nancy. The Republic carried a series of 12 articles on Dedera's impressions of the Soviet Union. The series was condensed into five stories by the Associated Press.

INSIDE GROUND STATION "RADOME" AT ANDOVER, MAINE. Giant antenna (note man near rim of horn) concentrates signals to Telstar in a narrow, powerful beam. The same antenna also receives extremely weak signals coming from Telstar and amplifies them billions of times.



New "TELSTAR" relays phone calls and TV pictures for first time!

Bell System microwave-in-sky satellite is latest communications triumph for America arising from telephone research

The world's first private enterprise communications satellite is now being used for dramatic experiments in relaying telephone calls and television internationally.

Its name: Telstar. It was launched from Cape Canaveral at Bell System expense by the National Aeronautics and Space Administration.

Telstar receives signals beamed to it from a ground station, amplifies them and transmits them to another station on the ground below—perhaps an ocean away from the first one. The new satellite thus acts as a microwave relay station in the sky, enabling voices, TV pictures and data messages to leap thousands of miles in a new and exciting way.

The ground stations in the U.S. now being used for Telstar were built by the Bell System at Andover, Maine, and Holmdel, New Jersey. Organizations abroad have built stations in England and France. The latter, a near replica of the station in Maine, was assembled with Bell System cooperation. A receiving station in Italy will be ready late this year, and another in West Germany next year.

Telstar is a major experimental step toward a world-wide satellite communications system that was first proposed as a practical venture at Bell Telephone Laboratories. Progress toward such a system has depended on many contributions by the private communications industry, including six basic components—the transistor, the solar battery, the traveling wave tube, ruby masers, the waveguide, and new antennas for the ground stations with innovations in circuitry—direct outgrowths of Bell System research and development.

Above all else, Telstar is the latest achievement in an unending Bell System quest—the search for ways to make your telephone service still better, more economical, and more useful.

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HOT SPOT MAN: The City Editor

James Margedant of The Evansville Press

The "professor" of Evansville (Jim's trained a lot of top newsmen during his 33 years on The Press) is a city editor who scoffs at the tossing of accolades at newsmen—particularly himself.

Others, however, will happily volunteer that Jim is the kind of C.E. who matches doggedness with imagination—and keeps his staff squarely on top of the news. A Press cameraman who was named Indiana Press Photographer of the Year in 1962 gives a healthy share of the credit to Margedant for the ideas, encouragement and occasional "spur" that turns the award-winning trick.

City editor for 20 years, Jim likes nothing better than to clamp his teeth into a story like a bulldog and shake it until the issues are resolved.

When an Electra crashed near Evansville in 1960, he was off and running almost from the moment the plane hit the ground. He didn't quit until The Press scored a full day's beat by publishing a national exclusive concerning an intra-governmental dispute in Washington about whether that type plane should be temporarily grounded.

Jim may also claim some kind of record for covering a single story—the so called "mad dog" slayings of six Tri-State persons. He stayed atop it for eight years, until the killer was imprisoned for life.

Jim says his biggest story is always "my next one."

With a viewpoint like this, The Press and Margedant give readers what they want in their newspaper.

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AA—Alex S. Arnott
AB—Al Block
AD—Adcox Associates, Inc.
AF—Allied Feature Syndicate
AFP—Agence France Press
ALB—Alburn Bureau
AMF—Amusement Features Syndicate
AMP—American Press-Smith Service Div.
AMS—American Feature Syndicate
AN—Associated Newspapers, Inc.
AP—Associated Press
APN—Associated Press Newsfeature
AR—Arcadia Feature Syndicate
AS—American Syndicate
ASA—Associated Architects
ATF—Atlantic Features
ATNS—Army Times News Syndicate
BB—B and B Features
BCE—Buffalo Courier-Express Feature Syndicate
BES—The Bell Syndicate, Inc.
BFS—Better Filler Service
BHS—B. H. Simon
BMW—Boat & Motor Writers Syndicate
BOB—Bernard O'Brien
BOF—Boating Features Syndicate
BOO—Books in the News, Inc.
BPF—Blackstone Press Features
BPS—BP Singer Features
BRF—Bailey R. Frank
BRP—B-R Press Service
BUF—British United Features
CAR—Cartwright Features
CC—Cal Cameron
CD—Critical Digest
CDN—Chicago Daily News Foreign Service
CE—Cowpokes Enterprises
CF—Columbia Features, Inc.
CFS—Conley Feature Syndicate
CG—Country Gourmet
CH—Charles Rehns
CHI—Church Information Service
CHR—Chronicle Features
CHRI—Christensen Syndicate
CJC—Charles J. Callahan Associates
CK—Classified Kitty
CL—Charles Lee
CMS—Cullen Moore's Studio
CNF—Consolidated News Features, Inc.
CNS—Copley News Service
COL—Coleman Advertising Service
CP—Central Press Association
CPS—Community Press Service
CQ—Congressional Quarterly Service
CR—Charles Reichblum, Inc.
CRA—Craft Patterns
CRN—Crux News Service
CRP—Criswell Predicts
CRT—Court Features
CSF—Carr Syndicate Feature Group
CSTDNS—Chicago Sun-Times-Daily News Syndicate
CTN—Chicago Tribune-New York News Syndicate, Inc.
CWF—Canada Wide Features Service, Ltd.
DDS—Doubleday Syndicate
DF—Dispatch Features, Inc.
DHJ—Dorothy H. Jenkins News Service, Inc.
DHS—Donen Humor Service
DIC—Dickenson Publishing Corp.
DNB—The Dominion News Bureau, Ltd.
DPR—Dear Publication & Radio, Inc.
DSR—Dunkel Sports Research Service
DWL—Douglas Whiting, Ltd.
EC—Editor's Copy
EDR—Editorial Research Reports
EFS—Express Features Syndicate
EJ—Eric Jon Associates
EKR—Elinor K. Rose
EP—Editors Press Service, Inc.
EPS— E.P.S. News Syndicate
ERS—Educational Research Service
FAF—Fine Arts Features
FAO—Fashionwise and Otherwise by Inez
FB—Frederic Bell
FC—Floyd Clymer Motor Syndicate
FF—Formath Features
FJM—Frank Jay Markey
FNF—Farrar's News Features
FNS—Foreign News Service
FOR—Fortune Features
FS—Harriet Carlson
FSI—Feature Services, Inc.
FUL—Muriel Fuller Associates
FWW—Farm Wife's Window
GA—David C. Gardner
GEO—George Abraham
GF—Gates Features, Inc.
GFC—General Features Corp.
GG—Golden Gate Features
GHF—Grandy's Hollywood Features
GHS—Gordon Langley Hall News Service and Syndicates
GIL—Gilmark Features Syndicate
GLN—Glanzer News Service
GMA—The George Matthew Adams Service
GNP—Globe News Press Association
GP—Globe Photos, Inc.
GS—Globe Syndicate
HA—Hardale Associates
HAF—Handwriting Analysis Features
HEN—Henrikson Illinois Cartoon Service
HF—Handy Filler Service
HHS—Hearst Heading Service
HJS—Harold J. Siesel Co.
HLS—Hall Syndicate
HLW—Hollywood Press Syndicate
HN—Louise Hubbard Newspaper Syndicate
HNS—Howard News Syndicate Inc.
HOG—HomOgraf
HPS—Hopkins Syndicate, Inc.
HR—Heritage Road
HS—Haskin Service
HT—Hobby Times
HTF—Home Town Flavor
HTP—Hal Tate Productions
HW—Helen Worth Enterprises
IMP—Imperial Sports Syndicate
INT—International Syndicate
ISN—Isola Sports News Service
JA—Jay Alan
JB—Jack Bedford
JEB—Joe B. Buresch
JL—Jeffrey Lee Syndicate
JRL—Jerome Lee
JTA—Jewish Telegraphic Agency
KEA—Keister Advertising Service, Inc.
KEL—A. A. and M. M. Kelleher
KFS—King Features Syndicate
LANF—Lafave Newspaper Features
LAW—Law Familiarization Institute
LFS—Lenahan Feature Service
LIA—Lui Industrial Arts
LUK—Fred Luks
MAC—Macnens (John MacNair's European News Service)
MCF—Marley Press Service
MCL—McClure Newspaper Syndicate
MCN—McNaught Syndicate, Inc.
MFS—Marsh Features Syndicate
MIL—Miller Services, Ltd.
MM—Minute Message
MNS—Morris News Service
MOF—Moss Feature Syndicate
MOH—Berta Mohr Fashion Syndicate
MOS—Mort Olshan Sport Features
MS—Monitor Services
NANA—North American Newspaper Alliance, Inc.
NCRF—National Council Religious Features
NCWC—National Catholic Welfare Conference
NE—News Promotion Features
NEA—Newspaper Enterprise Association
NEC—N. E. Coan
NEP—National Education Program
NHT—New York Herald Tribune Syndicate
NJP—North Jersey Press Bureau
NNS—National Newspaper Syndicate , Inc. of America (John F. Dille Co.)
NWNS—National Weekly Newspaper Service
OHI—Ohio Cartoon Service
PAC—Pacific News Service
PAG—Page One Syndicate
PF—Phoenix Features
PFB—Publishers Financial Bureau, Inc.
PHF—Park Hill Features
PHI—Philcor Feature Service
PRA—Press Alliance, Inc.
PRB—Press Radio Bible Service
PRO—Press Opinion Service
PT—Creighton Peet
PUB—Publishers Syndicate
QD—QD Diary
REL—Religious Features Syndicate
RFS—Reynolds Feature Syndicate
RGB—Rapid Grip and Batten, Ltd.
RMN—Ralph Morgan Newspictures
RN—Roberts News Service
RNS—Religious News Service
ROB—Robbins & Associates
ROO—Edith Kermit Roosevelt Syndicate
RS—Russell Service
RSP—Ruth Wyeth Spears
RTS—Register and Tribune Syndicate
SA—Soccer Associates
SAF—Seven Arts Feature Syndicate
SAT—Saturday Review
SAS—S. A. Siciliano
SCS—Science Service, Inc.
SD—Sergeant Dalzell
SE—Saunders Enterprises
SEL—Select Features Syndicate, Inc.
SF—Superior Features Syndicate, Inc.
SFS—Snappy Filler Service
SHP—Small House Planning Bureau
SMR—Susan M. Rogers
SNFS—Sun News Feature Syndicate
SPE—Specialty Features Syndicate
SPS—Spadea Syndicate, Inc.
SS—Saguare Syndicate
STF—Standard Filler Service
STP—Standard Press Association
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TCN—Twentieth Century News Syndicate
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TSS—Toronto Star Syndicate
TWS—Transworld Features Syndicate, Inc.
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UOP—United Overseas Press
UPA—Universal Press Association
UPI—United Press International
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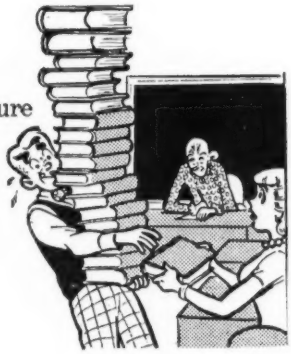

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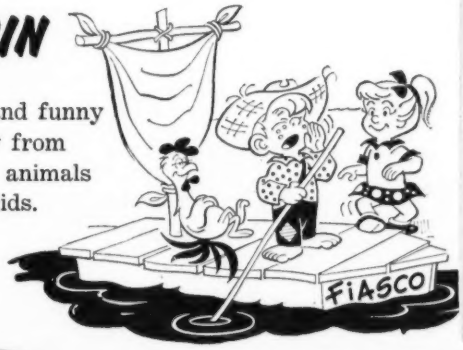

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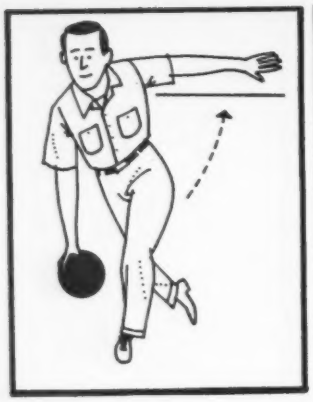

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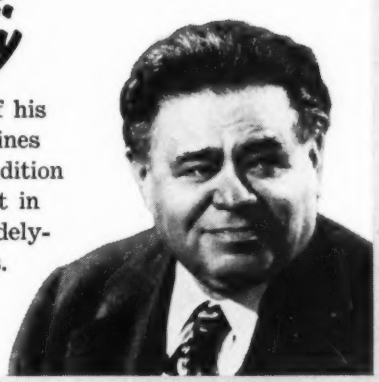

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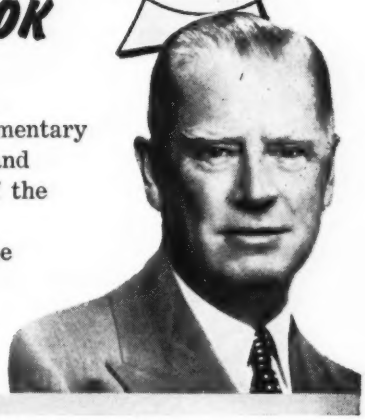

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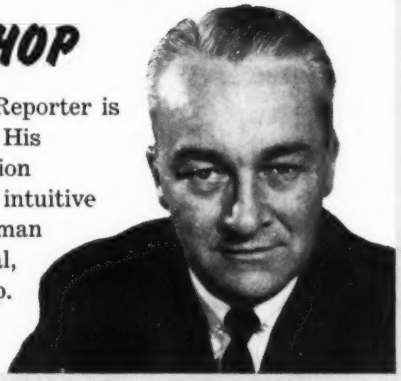

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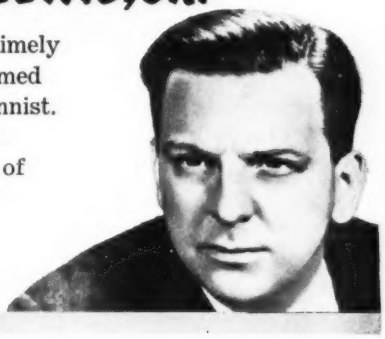

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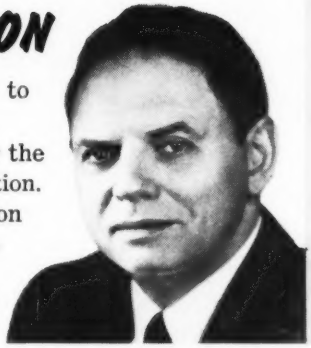

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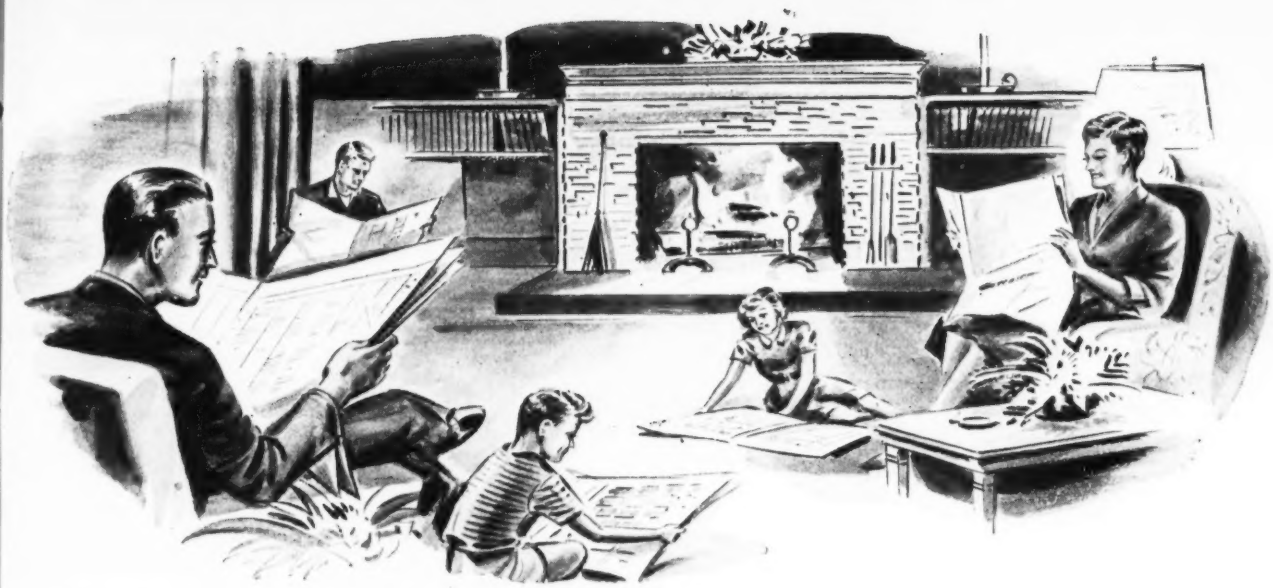

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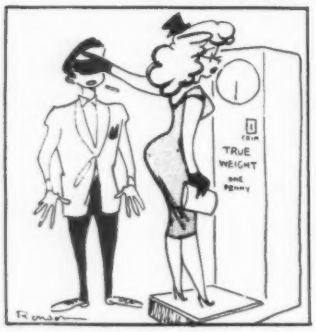

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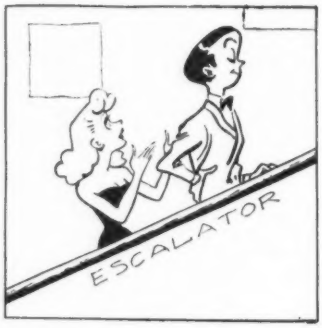

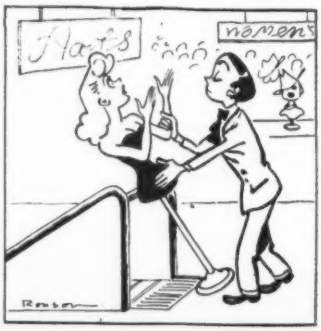

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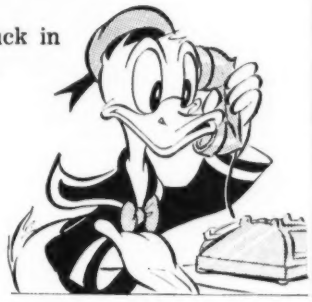

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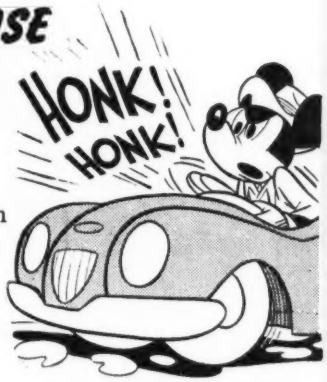

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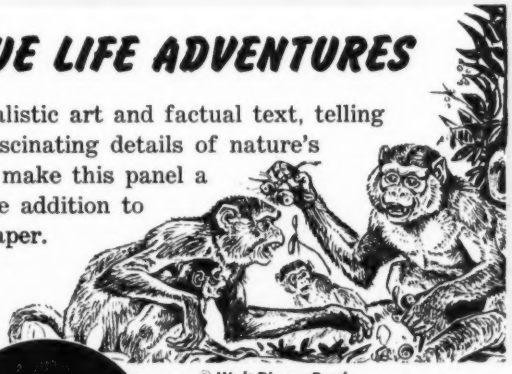

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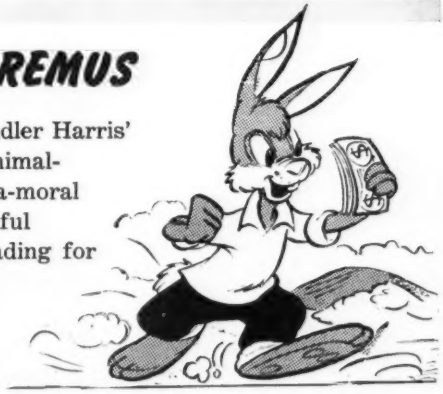

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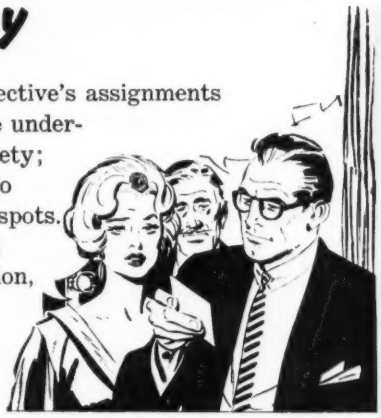

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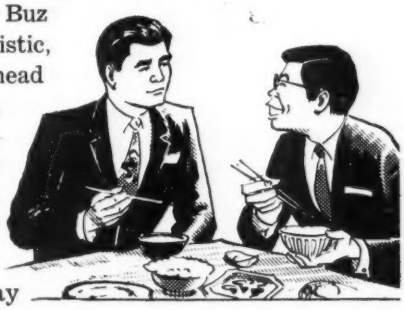

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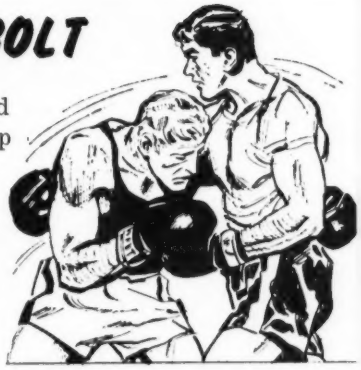

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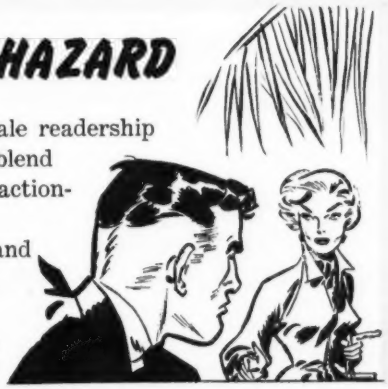

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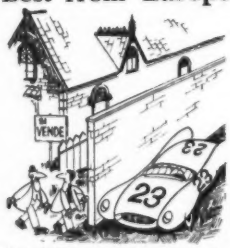

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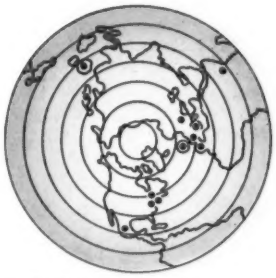

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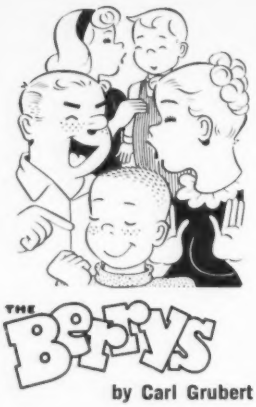

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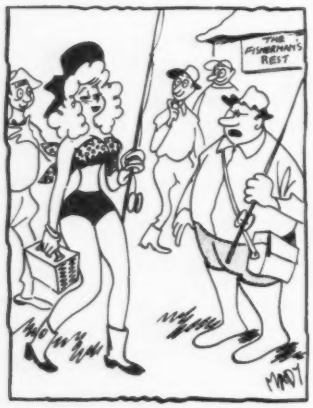

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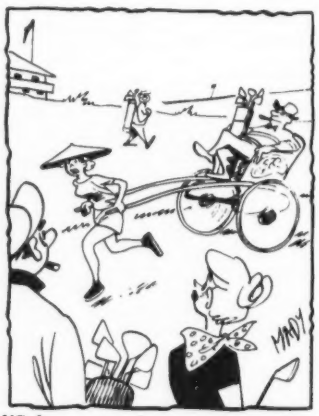

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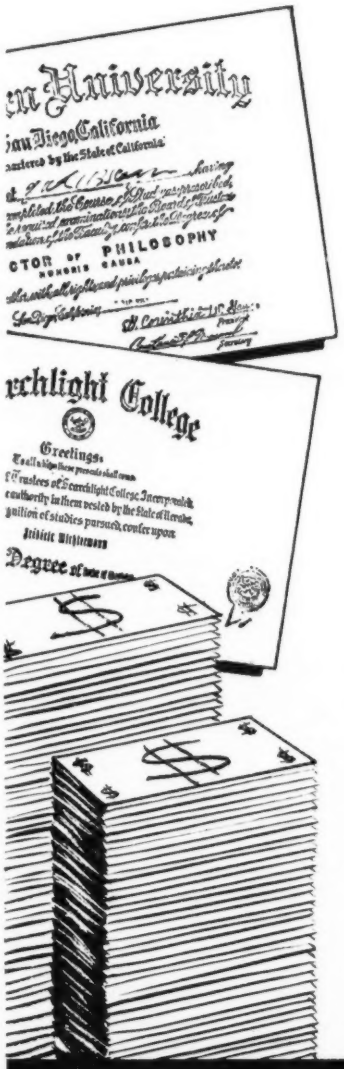

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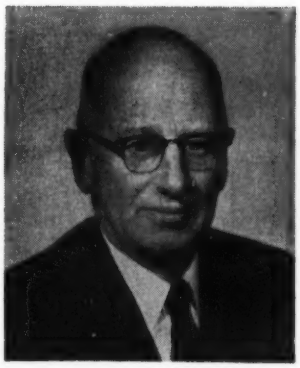

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Belvedere—dexS-2c-mat—Nat Greenwood ..... AD
Berrys, The—dS-4c2½"-hps-pt-tps-mat—Carl Grubert ..... CSTDNS-CWF
Better Half, The—dS-2c2½"-mat; S-pt-hpt-tps-mat—Bob Barnes .... RTS-KEL
Big George—d-2c⅝"-ilm; S-pt-hps-tps—Virgil Partch ..... PUB-CWF
Blitz Brothers—d-2c-mat—Bill Sakren ..... MCN-CWF
Bonnie—d-4c-2c-mat—Joe Campbell ..... MCN-CWF
Brother Juniper—d-2c3⅝"-ilm; S-pt-hps-tps—Father Justin McCarthy and Len Reno ..... PUB-CWF
Bud Blake Panel—d-1c-2c-mat—Bud Blake ..... TSS
Bullwinkle—d-4c-mat-S-hps-tps-mat—Al Kilgore ..... MCL-KEL-MIL
Business Daze—dexS-2c4¼"-mat—selected from works of 16 artists ..... GFC
Butterball—d-1c2½"-mat—Bill Danch ..... SF
Candy—w-2c5"-mat—Tom Dorr .... NWNS-MIL
Caricatures—tw-1c-mat—Brandel ..... CTN
Carmichael—d-1c5"-mat-ill—Dave Eastman ..... TMS-TNS
Carnival—d-2c5¼"; S (plus Mr. Merryweather)-hps-tps-pt-mat—Dick Turner ..... NEA-DNB
Cartoon Books—w-book form—Various Authors ..... BPS
"Cartoon Humor Service"—q-30-multi-size-mat—Various Cartoonists ..... GF
Channel Chuckles—6tw-1c3¾"-ilm;S-hps-tps-pt-mat—Bill Keane ..... RTS-KEL
Cheerful Cherub, The—dexS-1c2½"-mat—Rebecca McCann ..... GMA
Ching Chow—d-1c—Will Henry ..... CTN
Church Chuckles—w-1c2½"-mat-glossy proof; 2c4½"-mat-glossy proof-opt-sermonette—Charles Cartwright ..... CAR
Church Chuckles—w-2c-mat-glossy proof—Charles Cartwright ..... AMP
"Classified Kitty"—w-4c1½"-mat or proof—Walt Buchanan, Artist—Seymour Rothman ..... CK
Comedy Corner—w-1c3¼"-ill-ilm .... NEA-DNB
Commuter's Quiz—dexS-1c4"-mat—Herb Williams ..... PAC
Country Parson—w-1c-mat-glossy proof—Frank Clark ..... AMP
Country Parson, The—6tw-1c3"-ilm—Frank Clark and Wally Falk ..... RTS-KEL
Cow Pokes—w-2c4-3c6-mat or proofs for offset—Ace Reid ..... CE
Credo—w-5c4¾"-mat—John T. O'Brien ..... NCWC
Crosscut—dexS-1c-2c4"-ilm—Brickman ..... NNS
Cuties—d-1c-2c-mat—E. Sims Campbell ..... KFS-RGB
Dennis the Menace—d-2c4¼"; S-pt-hps-tps-mat—Hank Ketcham ..... HLS-CWF
Dinah Mite—1 col. Panel Cartoon—Joe E. Buresch ..... JEB
Do You Believe—d-1c3"-mat—Steve Feeley and Ed Kuekes ..... LANF
Doctor Bill—dexS-2c-mat—Jack Tippit....GFC
Editorial Cartoons—d-3c-mat—Duncan Macpherson ..... TSS
Emmy Lou—d-2c4¼"-1c2"-*S-hps-tps-pt-hpt-mat—Marty Links ..... UFS-BUF
Ever Happen To You?—d-1c-2c-mat—Bud Blake ..... UFS
Family Circus—d-2c4-3c6¼-mat; S-tps—Bill Keane ..... RTS-KEL
Famous Last Words—d-2c3"-mat—Irwin Caplan ..... HLS-CWF
Fischetti Cartoons—5tw-4c-mat—John Fischetti ..... NHT-MIL
Fletcher, The 4-H'R—w-1c3"-mat—Joe E. Buresch ..... JEB
Footnotes—dexS-1c2"-mat—Courtney Dunkel ..... TMS-TNS
For and About Teenagers—w-3c5-mat—Staff ..... NWNS-MIL
Foreign Strips (panels)—w-varies-mat—Various ..... BPS
Forever Feminine—d-2c4-ilm—Dorothy Mylrea ..... NNS
Forty-Odd—dexS-2c-mat—The Lulls & Irwin Caplan ..... GFC
Four by Four—d-4c-mat—Tom Hudson, Al Isler (Ali), Ed King, Roy Williams ..... TMS-TNS
Franklin Cartoon (From London Daily Mirror)—d-3c6½"-mat—rFanklin .... UPA
From Nine to Five—dexS-2c4¼"-1c2¾"-mat—Jo Fischer ..... CSTDNS-CWF
Ginger—*dexS-2c3⅛"-mat—Getterman ..... UFS-BUF
Girls, The—dexS-1c3½"-2c5"-mat—Franklin Folger ..... CSTDNS-CWF
Glamor Girls—d-2c; S-pt-hps-mat—Don Flowers ..... KFS-RGB
Good Old Days, The—w-3c4"-4c5⅝";S-hpt-mat—Erwin L. Hess ..... UFS-BUF
Grin & Bear It—d-2c4¾"-3c7¼";S-hps-pt-tps-mat—George Lichty ..... CSTDNS-CWF
Half-Past Teen—w-2c6"-mat—Joe Mahoney ..... NWNS-MIL
Hambone's Mediations—dexS-1c4"-mat—J. P. Alley ..... DNB-KEL
Handy Family—w-2c2½"-mat—Lloyd Birmingham ..... NWNS-MIL
Hattie—w-2c4-3c6-mat—Gertrude Espenschied ..... RN
Have Fun—incl. 1 panel cartoons; Lil Mitch, Osmond, Papa and The Missus—cod&w-1c11"-h-1-mat—Lee Bryan ..... AMP
Have Fun!—w-1c11"-mat—Lee Bryan and Rube Weiss ..... BPF
Helpful Henry—w-2c4"-mat—Flash Fairfield ..... NEA-DNB
Here's An Idea—dexS-1c2"-mat—Lou Darvas and Jerry Langell ..... AF
Herman—d-4c2½"; S-tps-mat—Clyde Lamb ..... RTS-KEL
Home Workshop—w-2c4"-mat—Jim Newhall ..... NEA-DNB
Huber and Friends—d-4c6⅞-1⅞-mat—Frank Cummins ..... SNFS
Hubert—d-2c; S-pt-tps-hps-mat—Dick Wingert ..... KFS-TSS
Humor Without Words—from stock as ordered-6"x2"-2"x6"-6⅝x3 1/16-glossy-mat-plastic block—Zoltan Florral & Chumy ..... VAZ
Idea Payoff—dexS-1c2⅝"-mat—Lou Darvas and Jerry Langell ..... AF
Inky—w-2c4½"-mats & glossy proofs—Hal Borden ..... AMP
It's A Cockeyed World—w-2c5"-mat—Joe Kaliff ..... AMF
"Jest a Moment"—dexS-mat-2c4" — Hugh Kennedy, Burt Nelson ..... BCE
Jest Around The Home—m-hps--mim—Dr. O. A. Battista ..... QD
Josh Billings Sez—w-1c4"-mat—Rube Weiss ..... BPF
Just for Fun—d-2c-3⅜"-4-mat—Ram Onas ..... SNFS
Kermit The Hermit—dexS-4c2¼"-mat—Eli Bauper ..... CSTDNS-CWF
Kippy—dexS-4c1½"-1c6-mat—Bernard & Jordan Lansky ..... CSTDNS-CWF
Ladies Day—dexS-1c-mat—Mady Merah ..... GFC
Laff of the Week—w-2c6"-mat-ill—Bob Barnes ..... NWNS-MIL
Laff-A-Day—d-1c-2c-mat ..... KFS-RGB
Laugh It Off—d-1col-mat—Syd Hoff ..... KFS
Laughing Matter—d-2c-mat—Salo ..... CTN
Law Briefs—d-4c-ill....Martin J. Ross .... LAW
Life's Like That—d-1c1⅞"-2c3⅞";S-hps-tps-pt-mat—Fred Nehr ..... CNF-DNB-KEL
Li'l Ones—dS-1c1½"-mat—Mel Lazurus ..... GFC
Little Liz—dexS-10 to 20-1c2"-man-ill-ilm ..... NEA-DNB
Little Woman, The—d-1c-2c; mat;S-hps-tps-pt—Don Tobin ..... KFS
Louie—d-4c1⅞"-man; S-hps-tps-pt-mat—Harry Hanan ..... CNF-DNB-KEL
Marmaduke—d-1c-2c-ilm—Brand Anderson and Phil Leming ..... NNS
Merry-Go-Round—w-2c4-3c6-mat—Jerry Marcus ..... RN
Mickey McNabem—d-2c-mat—Dave Jenner ..... TSS
Mister Breger—d-2c; S-pt-hps-tps—Dave Breger ..... KFS-RGB
Modern Maidens—dexS-2c4½-mat—Jay Alan ..... JA
Mopsy Cartoon—dexS-1c1⅞"-2c3⅞"-mat—Gladys Parker ..... AN-DNB-KEL
Mostly Malarky—d-2c, S-tps-mat—Wally Carlson ..... CTN
Mr. Magic—dS-3c4"-mat—Shirley Spillman ..... PAC
Mr. Tweedy—dexS-2c3¼"-mat—Ned Riddle ..... GFC
Neighbors—d-2c-mat—George Clark ..... CTN
Noah Numbskull—d-1c-mat ..... KFS-TSS-CP
Notes on Boats—w-500-mim-ill—Bob Jones ..... FS

Notes on the News—dexS-1c-2c-mat—Charles Pearson ..... NHT
Nothing But the Truth—w-2c5"-mat-glossy proof—Russ Arnold ..... AMP
Nuts & Jolts—d-2c-mat—Bill Holman ..... CTN
O. Johnny—d-4c6⅞"-1¾"-mat—Ghilchik ..... SNFS
Office Hours—d-2c-mat—Cy Olson ..... KFS
Off the Record—d-2c4 1/16"-ilm; S-hps-tps-pt-mat—Ed Reed ..... RTS-KEL
Only the Newspaper—4tw-1c3-4"-25-50-ill-ilm-mat—Charles Stiles ..... NE
Quick Quotes—dS-2c2"-mat—Eugene Craig ..... DF
Our Ancesters—dexS-2c4¼"-mat—Quincy ..... NEA-DNB
Our Boarding House—d-2c3½"-2½"c 4¼"-3c5"; S-ps-hps-tps-pt-hpt-mat—William Freyse ..... NEA-DNB
Our Parish—w-2c6"-mat—Peg O'Connell ..... NGWC
Out Our Way—d-2c3"-2½"c4¼"-3c5"; S-ps-hps-tps-pt-hpt-mat—Negley Cochran ..... NEA-DNB
Package Deal complete service—w-15-features-mat-glossy proofs ..... AMP
Panel Parcel—Today's Laugh—dS-2c-mat—Rod de Sarro, Cathy Joachim, Jeff Keate, Reamer Keller, Tom Henderson, Bill Yates, Frank Own ..... CTN
Pea Ridge Folks—w-S-1c10"-mim—Louis S. Spivey ..... EWF
Pier-Oddties—w-5c3"; 3tw-2c4"-mat-ill—John Pierotti ..... JL
Pipe Dreams—dS-2c2½"-ps-mat—Rud ..... SNFS
Play Time—w-3c6½"-mat—Z Anderson ..... EJ
Ponytail—6tw-2c-mat; S-pt-hps-tps—Lee Holley ..... KFS-RGB
"Proven Proverbs"—d-2c-1c-mat—Wm. D. Davy and Bill Zaboly ..... SEL
"Punjabs"—d-1c-panel-mat—Bob Gumpertz ..... AD
Punzzle—dexS-2c4¼-mat ..... CSTDNS-CWF
Quotoons—d-tw-w-3½"-box-mim-mat—Dr. O. A. Battista ..... QD
Religious Remarkables—w-2c-7"-mat-ill.... RNS
Rivets—dS-4c2⅜"-hps-pt-tps-mat—George Sixta ..... CSTDNS-CWF
Rural Route—w-hpt—Walter Ball ..... TSS
Sally's Sallies—d-1c-2c-mat—R. J. Scott ..... KFS-CP-TSS
Sandy—dexS-mat-4c—Jim & June Unwin ..... HPS
Seems To Me—1c3"-2c1¾"-min-ilm ..... AB
Senator Caucus—dexS-2c-mat—Wyma .... GFC
Seventeen—d-2c-panel-mat—Bernard Lansky ..... AD
Shoemaker Editorial Cartoon—5tw-2c-3c-mat—Vaughn Williams ..... NHT
Shopping Around—w-2c5"-ill-ilm—Rolfe ..... NEA-DNB
Short Ribs—d-4c2"-mat-S-tps-hps-tp-mat—Frank O'Neal ..... NEA-DNB
Side Glances—dexS-2c5¼"-mat—Galbraith ..... NEA-DNB
60 Second Sermons—dexS-200-mim—Fred Dodge ..... MM
Small Fry Diary—dexS-1c3"-mim-mat N. E. Coan ..... NEC
Small Talk—d-2c3"-man-mat-ill—Syms (Samuel B. Gornbein) ..... TMS-TNS
Sparks—dS-1c1¾"-mat-ill—Willis Forbes ..... TMS-TNS
Sports Cars Speed—w-3c7-mat—Judd Burrow ..... BB
Sports Cartoon—dexS-2c4¼"-3c7¼"-mat—Tom Paprocki ..... APN
Sports Cartoon—1c2½"-2c4"-mat-ill British Artists ..... JL
Sporty Ones, The—d-1c2¾"-mat-ill—Court Alderson ..... CRT
Stees Sees—w5c9½"-mat-S-tps—John Stees ..... UFS-BUF
Strange As It Seems—d-2c4½"; *-S-hps-tps-pt-hpt-7c3¼"-mat—Elsie Hix ..... UFS-BUF
Strange World of Mr. Mum, The—dS-2c4¾"-pt-hps-tps-mat—Irving Phillips ..... HLS
Strictly Business—d-2c3⅝"-1c1⅞"-ilm—Dale McFeatters ..... PUB-CWF
Strictly Richter—d-2c-mat—Mischa Richter ..... KFS-RGB
Suburbia—w-2c-3c-mat-glossy proof—Al Smith ..... AMP
Sweetie Pie—dexS-2c5¼"-mat—Nadine Seltzer ..... NEA-DNB
Tall Tales—d&S-1c-hps-tps-mat—Allan Jaffee ..... NHT
Tee Vee Laughs—dexS-1c-mat—Cliff Rogerson ..... DNB-KEL
That'll Be The Day—dexS-1c-2c-mat—Fritz Wilkinson ..... DNB-KEL
Thelma—w-2c-1c-mat-glossy proof—Thelma Masten ..... AMP
Then—Now—d-1c-mat—Roy L. Fox ..... CTN
There Oughta Be A Law—d-3c5¼"; S-pt-hpt-hps-tps-mat—Al Fagaly and Harry Shorten ..... MCL-MIL-KEL
These Women—d-1c1⅞"-2c3⅝"-ilm—Gregory d'Alessio ..... PUB-CWF
They'll Do It Every Time—d-3c-4c-mat; S-tps-pt-hps-mat—Jimmy Hatlo .. KFS-RGB
This Funny World—d-2c-mat—Misc. Cartoonists ..... MCN-CWF
This Is Sport?—2tw-2c4½"—Court Alderson ..... CRT
This Is Sport?—w-1c-mat-glossy proof—Court Alderson ..... AMP
This Week's Motto—w-10-20-man—Estey I. Reed ..... EIR
Those Darn Decisions—dS-2c2½"-ps-mat—LAL ..... SNFS
Thrifty-Nifty—dexS-1c3½"-mat—Helen Robertson and Mary Dunn ..... GFC
Time Out—d-2c3⅝"-1c1⅞"; S-1c1⅞"-ilm—Jeff Keate ..... PUB-CWF
Tizzy—dexS-2c5¼"-mat—Kate Osann ..... NEA-DNB
Today's Best From Europe—d-2c4 1/16"-ilm—European Artists ..... RTS-KEL
Traveling Light—w-2c-mat—The Sloanes and Jim Weakley ..... GFC
TV In Sight—1tw-2c6½"-mat—Murray Olderman ..... NEA-DNB
TV Laffs—d-1c-mat—Cliff Rogerson ..... MCL-KEL-MIL
Tv Micro Funnies—d-1c3¼"-ill-ilm—Geo. Lamont ..... NEA-DNB
TV-Tee-Hees—d-1½"-mat; S-2c4"-mat—Henry Scarpelli ..... GFC
Ups and Downs—dS-2c4½"-ps-mat—DRL ..... SNFS
Vacation—ads-an-11c3½"-mat-ill-ilm—Staff ..... NEA-DNB
Weather Comics—d-1c1"-ill-ilm—George Scarbo ..... NEA-DNB
Webster Cartoons, H. T.—w-2c4"-mat-glossy proofs—H. T. Webster ..... AMP
Wee Women—dS-1c1½"-mat—Mel Lazarus ..... GFC
What A Life!—dS-2c4½"-ps-mat—Reed ..... SNFS
What's In A Name—d-1c-mat—Ken Gray ..... TSS
When Our Dreams Come True—dS-2c4½"-ps-mat—Reed ..... SNFS
Why—d-1c5"-ilm—John Emery— ..... JOF
Why We Say—dexS-1c3"-mat—Bob Morgan and Pete Hoffman ..... GFC
Wit Bits—dexS-var-man—N. E. Coan ..NEC
Word-A-Day—dexS-1c4¼"-mat-ill—Mickey Bach ..... CSTDNS-CWF
Words N' Thoughts—w-1c5"-mat—Anderson ..... NWNS-MIL
Yesterday & Today—w-3c6½"-mat—Staff ..... EJ
You Said It—d-2c-mat—Ken Gray .. NNS-TSS

9—CHESS - CHECKERS

Chess—d-2c4"-mat——Leonard Barden .. MS
Chess Master—w-1c3—mat-glossy proof—George Koltanowski ..... GG

10—CHILDREN

About Our Children—w-750-man—Helen Ross ..... CWF
A Child's World—2tw-400-mim—Isabelle Buckley ..... NHT-MIL
Animal Crossroads—d-2c-var-mat—Augusta Hines ..... LFS
Ask Andy—d-300-mim—Ellen Walpole ..... TMS-TNS
Answer This If You Can—w-500—Patrick Carr ..... CSF
Ask Andy—d-var-mim—Ellen Wales Walpole ..... LFS
Bevans—Parent-Child—dS-man—Gladys Bevans ..... CTN
Biography In Brief—w-500-mim—Patrick Carr ..... CSF
Boys and Girls Page—w-4,000-8c20"-21"-mat-ill—Various Authors ..... NEA-DNB
Cappy Dick—S-hps-pt-tps-hpt-mat—Cappy Dick ..... CSTDNS-CWF
Child Care—dexS-350-mim—Milton I. Levine, M.D. and Jean H. Seligman ..... GFC
Child-Parent Relations—The Mature Parent—eod-350-2c8"-man-tape—Mrs. Muriel Lawrence ..... NEA-DNB
Children's Corner—w-ps-mat—Lloyd Dennis and Robert Kunz ..... TNS
Christmas Shopping Features—an-ps-man-tape-ill-ilm—Staff ..... NEA-DNB
Crayon-Paint Picture—S-3c6"-250-400-var-mim-ilm—Staff ..... INT
Dot-Junior Puzzles—d-1c4½"-50-75-mim-ill—Staff ..... INT
Experiment with Me—w-500-mim—Patrick Carr, Bill Danley ..... CSF
Eyeing Educational Playthings—w-500-mim—Patrick Carr— ..... CSF
Family Scrapbook, The—dexS-200-mim-ilm—Dr. Ernest G. Osborne ..... UFS-BUF
Free For All—w-500-mim—Patrick Carr ..... CSF
History in Headlines—w-1,000-mim—Patrick Carr ..... CSF
Hobby Lobby—w-500-mim—Patrick Carr ..... CSF
I-Spy Rangers Club—6tw-300-mim-ilm—Tom Dixon ..... SF
I Want To Be A—w-500-mim—Patrick Carr, Ruth Twigg ..... CSF
Junior Editors—dexS-2c-panel and text-mat—Violet Moore Higgins ..... APN
Let's Visit—w-500-mim—Patrick Carr, Ruth Twigg ..... CSF

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"Message For Mothers"—5tw-300-mim—Leon H. Dembo, M.D. ..... SEL
Mother's Helper—5tw-1c-mat-ill—Charlotte Helmann and Betsy Pearson ..... NHT-MIL
Mr. Ed U. Cation—w-500-mim—Patrick Carr ..... CSF
Mr. Magic—dS-3c4"-mat—Shirley Spillman ..... PAC
Mr. Sandman Tales—w-1,000-mim—Patrick Carr, Bill Heyduck ..... CSF
National Science Fair—w-(school-year)-mim-var-ilm—Staff ..... SCS
Nature Stories—dexS-400-2c10-mim—Thornton W. Burgess ..... NHT-MIL
On The Parents' Side—w-var-by wire—mim-man—John Barrow ..... HHS
Parent Problems—6tw-mat-proof—Dr. Garry C. Myers ..... KFS-TSS-CP
Parents Ask—From the Gesell Institute of Child Development—5tw-500-mim-tape—Frances L. Ilg, M.D. and Louise Bates Ames, Ph.D. ..... HLS-CWF
Poems on Parenthood—w-25-75-2c4-3c6-man-mat-ill—Janet Henry .... NEA-DNB
Points for Parents—dexS-2c-2⅞"-ilm—Edyth Thomas Wallace ..... RTS-KEL
Quizola—w-500-mim—Patrick Carr ..... CSF
Sincerely, Edan Wright—d-450-mim—Edan Wright ..... NNS
Small Worlds Around Us—6tw-500-mim—Lynn M. Watkins ..... RTS-KEL
Smile A'Mile—w-500-mim—Patrick Carr ..... CSF
Taffy's Tips—5tw-1c-mat-ill—Dolly Martin ..... NHT-MIL
Teenage Corner—6tw-300-mim—Ellie & David ..... LANF
Teenager and You, The—3tw-200-mim—Frank Richardson, M.D. ..... DNB-KEL
Teen Topics—6tw1c2½"-mat—Harry Lui ..... LIA
Tips For Parents—5tw-600-mim—Helen Hewson and Edith Henry ..... TNS
Today's Children—6tw-mim—Grace Langdon and Irving W. Stout ..... KFS
This is Their Life—w-500-mim—Patrick Carr ..... CSF
Tom Trick—S-hps-tps-pt-mat—Dale Gross ..... NEA-DNB
True Tales of Science and History—w-500-mim—Ruth Twigg ..... CSF
Uncle Ray's Column—d-400-man-ill-tape—Ramon Coffman ..... PUB-CWF
What do you Know About—w-500-mim—Patrick Carr ..... CSF
What Young People Think—w-600-ilm—Eugene Gilbert ..... APN
Women's Pages—w-var-mim-ilm ..... AIN
You and Your Child—sw-3c-ill-ilm—Joan Beck ..... CTN
Young Folks—Boys and Girls Page—w-4000-pst20"-21"-mat-ill—Various Authors ..... NEA-DNB
Young Hobby Club—dex-S-250-1c3"-ill-mim-ilm—Cappy Dick .... CSTDNS-CWF
Young Mother's Page—w-ps-mim-ilm—Ann Usher ..... DIC
Your Baby & Mine—d-500-mim-tape; S-600-mim-tape-ilm—Myrtle Meyer Eldred ..... RTS-KEL

11—COLUMNS

A Bout With Stamps—d-w-m-500-4c5"-man—Frank Wel-Witt ..... HT
About Our Children—tw-750-man—Helen Ross ..... CWF
A Child's World—2tw-400-mim—Isabelle Buckley ..... NHT-MIL
Adam and Eve—dS-500-mim—Adam & Eve Lowell ..... HLS-CWF
A Conservative Voice—w-800—William F. Buckley, Jr. ..... GMA
Adventure Postpaid—w-1c9"-mat-ill—Lee James ..... JL
Adventures With God—w-600-mim—Jane Scott ..... TNS
Advice to Parents—by Henry—w-250-mim—Henry Makow ..... TMS-TNS
A Line O'Type or Two—d-2c-man—Thomas Morrow ..... CTN
African Digests—2tw-var-mim ..... AFP
Alexander, Holmes—5tw-700-mim-man-tape—Holmes Alexander ..... MCN-CWF
All About Authors—w-1000-mim—Larston D. Farrar ..... FNF
Allen-Scott Report, The—5tw-800-mim-tape—Robert S. Allen and Paul Scott ..... HLS-CWF
A Lovelier You—5tw-85-1c8"-2c11"-ill-ilm—Mary Sue Miller .... CSTDNS-CWF
Alsop Column—3tw-800-mim-tape—Joseph Alsop ..... NHT-MIL
Alvarez Medical Column—4tw-700-mim-on tape—Dr. Walter C. Alvarez .. RTS-KEL
American Album (currently Civil War)—Sergeant Dalzell (Wayne Jordan)—d-250-mim ..... SD
America Afloat—sw-650-ill-ilm-man—Wm. Taylor McKeown ..... NEA-DNB
A Minority of One—w-600-mim—Dennis Murray ..... WNS
Amy Vanderbilt's Etiquette—*6dexSat.-500-mim-tape—Amy Vanderbilt UFS-BUF
An Editor's Viewpoint—w-1000+-mim—Jenkin Lloyd Jones ..... GFC
Ann Landers Advice Column—dS-750-mim-tape ..... CSTDNS-CWF
Anniversary Story—m-800-mim-ilm—Graham Wilson ..... CF-MIL
Antiques and Attic-ulations—w-4c5"-man; S-ps-pt-hps—Katherine Schilling ..... HT
Around the World—2tw-mat—Temple Manning ..... KFS-TSS
Around The World With Delaplane—w-400-man—Stan Delaplane ..... CWF
Art Column—S-750-proof—Emily Genauer ..... NHT-MIL
Arts and Literature—packet—w-var-mim ..... AFP
As I See It—d-600-mim—Hugh Russell Fraser ..... CF-MIL
As Pegler Sees It—3tw-mim—Westbrook Pegler ..... KFS
Ask Amy—w-2c10-mat—Amy Adams ..... CPS
Ask Andy—d-var-mim—Ellen Wa'es Walpole ..... LFS
Ask Dorothy Draper—eodexS-300-mim—Dorothy Draper ..... AD-MIL
Ask Henry—w-300-proof—Henry Makow ..... TNS
Ask the Teacher—5tw-300-man—Shirley Schraub ..... MCN
Assignment: America—5tw-mim-man-var-by wire—Phyllis Battele ..... HHS
Assignment: West Coast—S-500-mim—Neil Morgan ..... CNS
Babson's Authentic Release—w-800-mim—Roger W. Babson ..... PFB
Backdrop, The—w-750-mim—John C. O'Brien ..... NCWC
Backstairs at the White House—2tw-400-wire—Merriman Smith ..... UPI
Barbs—dexS-100-1c4"-man-tape-ill-ilm—Hal Cochran ..... NEA-DNB
Barney Glazer from Hollywood—w-400-mim—Barney Glazer ..... TCN
Beauty After Forty—5tw-300-man—Edyth Thornton McLeod ..... MCN-CWF
Beauty Column—tw-150-300-1c-2c-3c-man-tape-ill-ilm—Alicia Hart....NEA-DNB
Behind The Ssenes At the United Nations—w-800-mim—David Horowitz ..... WUP
Betty Beale's Washington Letter—w-750-mim-tape—Betty Beale ..... HLS-CWF
Between the Lines—w-500-mim—Edith Kermit Roosevelt ..... SPS
Between the Lines—w-450-60-man-mim—Edith Kermit Roosevelt ..... ROO
Between You 'n' Me—w-550-2c11"-man-ill—Murray Olderman ..... NEA-DNB
Between You And Me—w-800-mim—Boris Smolar ..... JTA
Between You & Me—w-750-mim—Margaret Aitken, M.P. ..... TNS
Biography in Brief—w-500-mim—Patrick Carr ..... CSF
Bishop Sheen Writes—w-750—Fulton J. Sheen ..... GMA
Bits of America—w-300-mim—Clarice Irwin ..... AR
Blake Heart to Heart Talks—dS-man—Doris Blake ..... CTN
Bolton, Whitney—d-500-mim-man—Whitney Bolton ..... MCN-CWF
Books and Arts—w-700-man—Miles Smith ..... APN
Book Reviews—2-3w-400 proof—Miles Smith ..... APN
Bookshelf—3tw-1c6"-man-mim—Jeff Lee.... JL
Boyle's Column—5tw-500-by wire—Hal Boyle ..... APN
Britain Speaks—m-800-man—Ernest Atkinson & W. N. Ewer ..... PRO
Broadway—3tw-500-mim-S-500-wire—Jack Gaver ..... UPI
Broadway Beat—w—Hans Holzer ..... EPS
Broaday Boxscore—S-700-ire—Staff ..... UPI
Broadway in Brief—w-500-man-mim—Ted M. Kraus ..... CD
Broadway Karikatures—w-2c6"-600-man-ill-ilm—Joe Kaliff ..... AMF
Broadway Vignettes—w-2c5—Marcia Michels ..... AMF
Buchwald Column—3tw-750-mim—Art Buchwald ..... NHT-MIL
Bunco Game, The—dexS-350-mim—Sandy Spillman ..... PAC
Business Today—d-mim-800—Elmer Roessner ..... MCL-MIL-KEL
Business With Pleasure—d or w—Harry S. Donen ..... DHS
By George!—humor—d-200-mim .... UFS-BUF
Cal Tinney—S-750-mim—Cal Tinney .... GFC
Cannel At Large—3tw-650-ill-ilm—Ward Cannel ..... NEA-DNB
Capital Circus—5tw-man—N. Y. News Wash. Staff ..... CTN
Capital Spotlight—w-800-mim—Milton Friedman ..... JTA
Career Girl—2tw-500—June Wilson ..... WNS
Cassandra Column—d or w (as ordered)—600 w-man-mim—Cassandra ..... UPA
Cats and Their Care—S-500-mim—Henrietta Hitchcock ..... CF-MIL
Celebrity Calendar—d1c2" to 6"-mat-ill ..... HTP
Charley Weaver Says—dexS-150-mim—Cliff Arquette ..... CF-MIL
Chic Chat—sw-man—Nancy Randolph .... CTN
Child-Parent Relations—The Mature Parent—eod-350-2c8"-man-tape—Mrs. Muriel Lawrence ..... NEA-DNB
Cindy Says—6tw-col-mim or typed—Cindy Adams ..... CG
Citizen Heroes—w-700-800-mim—Paul Martin Michael ..... VFS
Civil War Album—d-250-mim—Sergeant Dalzell (Wayne Jordan) ..... SD
Close To Home—dexS-500-man—Ed Fitzhugh ..... CSTDNS-CWF
Clothes Make Your Man—w-500-mim-ilm—Harry Juster ..... RTS-KEL
Club Doctor—w-750-mim—Muriel Miles ..... GMA
Coast to Coast with Kup—dS-750-man—Irv Kupcinet ..... CSTDNS-CWF
Coin Corner—w-400-proof—Joan Whitby ..... TNS
Colonel Says, The—3tw-mim-500-man-ilm—N. W. Wood ..... WFS
Con la Ley en la Mano (Column on Law in Spanish)—d-150-mim—Martin J. Ross ..... LAW
Confident Living—w-650-mim-tape—Dr. Norman Vincent Peale ..... HLS-CWF
Constantine Brown—d-600-mim-tape—Constantine Brown ..... BES-DNB-KEL
Continental Diary—w-800-mim—Noel Anthony ..... NANA-CWF
Conversation Piece—3tw-500-mim—Rudolf Flesch ..... RTS-KEL
Criswell Predicts!—dS-500-man-mat—Jeron King Criswell ..... CRP
DC Wash—w-man—Gwen Gibson ..... CTN
Daffynitions—dexS-6"-min—Paul H. Gilbert ..... GFC
Daily Flashback Calendar—dS-1c1¼"-mat—Dick Peeples ..... AF
Dance Column—S-750-proof—Walter Terry ..... NHT-MIL
Dateline: Europe—w-mim—Otto von Habsburg ..... KFS
Dateline: Hollywood—dexSat-600-mim—Mike Connelly ..... CSTDNS-CWF
Dear Abby—d-500-man-tape—Abigail Van Buren ..... MCN-CWF
Dear Criswell Confessions—(questions and answers)—dS-500-man-mat—Jeron King Criswell ..... CRP
Dear Jan—5tw-500-man—Jan Conleg .... CFS
Dear Mrs. Mayfield—5tw-1000-mim-tape—Molly Mayfield ..... UFS-BUF
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Debbie Drake—3tw-2c-mim-ill-mat—Debbie Drake ..... NHT-MIL
Design Woman Weekender—S-250-mim-ill—Elizabeth Hillyer ..... NNS
Diet Series—an-600-1c20"-ill-ilm-tape—Gaynor Maddox ..... NEA-DNB
Dinah Mite—d-1c3"-mat—Joe E. Buresch ..... JEB
Disc Data—w-1c6"-man-mim—Staff ..... JL
Do-It-Yourself—w-600-700-man-ill-ilm—Mr. Fix ..... NEA-DNB
Do You Believe—d-1c3"-mat—Steve Feeley and Ed Kuekes ..... LANF
Do's and Don'ts for Mothers—5tw-150-200-mim—Dr. Phyllis Hostler ..... CF-MIL
Dog Notes—w-1000-man-tape—Peter Boggs ..... MCN-CWF
Dogs—S-man-ill—Tom McNally ..... CTN
Doris Fleeson Column—Washington—3tw-500-mim-tape—Doris Fleeson ..... UFS-BUF
Dorothy Dix Column—dS-1000-mim-mat-on tape—Dorothy Dix ..... BES-DNB-KEL
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Everyday Editorials—d-1,800-mim—Staff ..... GS
Everyday Law—d-150-mim—Martin J. Ross ..... LAW
Everyman's Family—w-650-mim ..... NCWC
Faces and Places—w-750-mim—Cleveland Amory ..... CSTDNS-CWF
Family Council, The—dexS-500-mim-tape—Counciling Groups ..... GFC
Family Finance—5tw-700-mim—Morton Yarmon ..... WNS
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Hi-Fi Whirled—dS-400-mim—Barney Glazer ..... TCN
Hobbies—w-300-man-ilm—Staff ..... APN
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Hobby Lobby—w-500-mim—Patrick Carr ..... CSF
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Langston Hughes Column—w-500-mim—Langston Hughes ..... VIP
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Latin News Roundup (in Spanish and English)—w-750-mim ..... CNS
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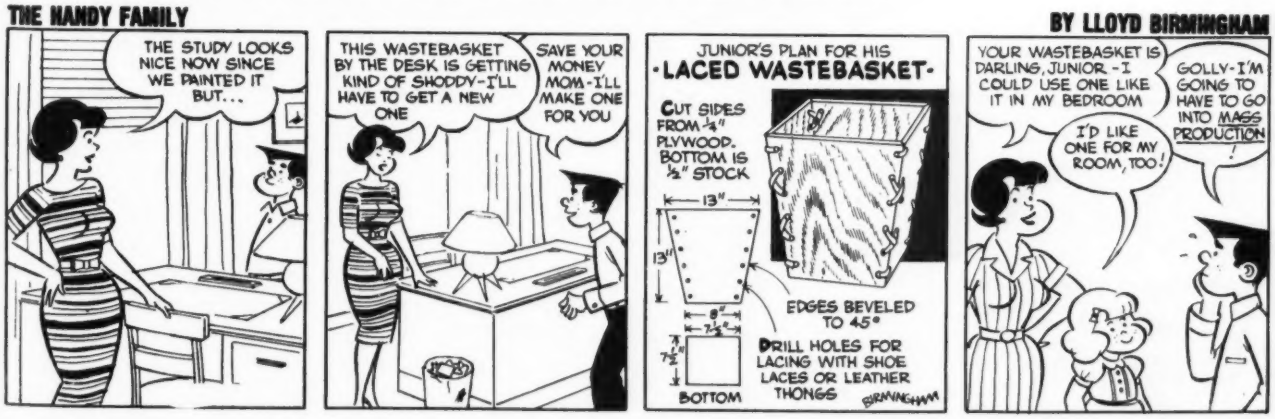

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(See 11—Columns)

12—COMICS

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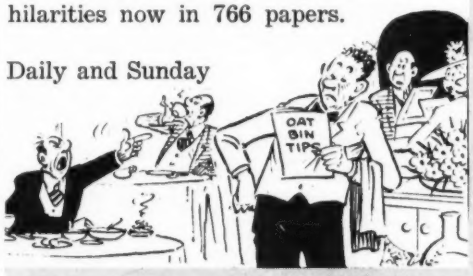

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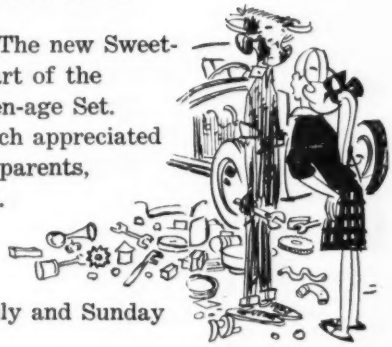

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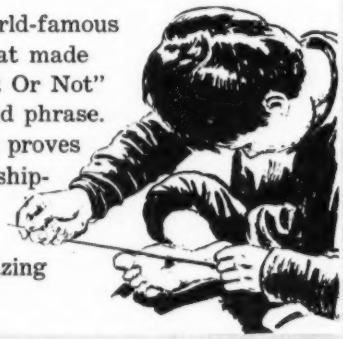

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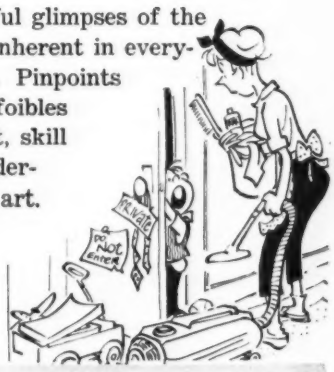

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Dr. Duncan—d-4c-2½"-mat—Dr. B. C. Douglas ..... LANF
Dr. Kildare—6tw-4c-mat—Ken Bald .... KFS
Drift Marlo—6tw-4c2½"-mat—Dr. T. M. Levitt, Tom Cooke & Phil Evans ..... GFC
Dudley D—1-4c-S-hps-tps-mat—David Gantz ..... NHT
Emmy Lou—d-2c4¼"-1c2"; S-hps-tps-pt-hpt-mat—Marty Links ..... UFS-BUF
Etta Kett—d-4c; S-hpt-hps-pt-mat—Paul Robinson ..... KFS-TSS-CP
Ever Happen To You—d-1c-2c-mat—Bud Blake ..... KFS
Face of Faith, The—w-5c2¼"-mat—John T. O'Brien ..... NCWC
Feiffer—w-5c4⅜"-6c5 7/16"-mat—Jules Feiffer ..... HLS
Felix—d-4c-mat—Joe Oriolo ..... KFS
Ferd'nand—*d-4c2⅛"; *S-hps-tps-pt-mat—Mik ..... UFS-BUF
Flamingo—d-4c; S-hps-mat—R. A. Roche and John Thornton ..... PF
Flash Gordon—d-4c-mat; S-pt-hpt-tps-mat—Dan Barry and Mac Raboy KFS-RGB
Fibbertys, The—d-4c; S-tps-hpt-mat—Ray Helle ..... CTN
Flintstones, The—dS-4c-pt-hps-tps-mat-Hanna-Barbera ..... MCN-CWF
Flop Family—d-4c; S-hpt-mat—George O. Swanson ..... KFS
Forever Female—S-pt-hps-tps-mat—Eugene Craig ..... DF
Four by Four—d-4c-mat—Tom Hudson, Al Isler (All), Ed King, Roy Williams ..... TMS-TNS
Freckles and His Friends—d-4c2⅛"; S (plus Hector)-hps-tps-mat—Merrill Blosser ..... NEA-DNB
Freddy—d-4c-mat; S-tps-mat—Rupe ..... GMA
Fritzi Ritz—S-hps-tps-pt-hpt-mat—Ernie Bushmiller ..... UFS-BUF
Frontiers of Science—5tw-4c2½"-5c3"-ill-mat—Andrea Bresciani, Robert Raymond & Stuart Butler PHA-D-TMS-TNS
Fun Fare—d-3c-1c6½"; S-tps-hpt-3c-mat—Walt Ditzen ..... NNS
Funland—S-hps-pt-tps-mat—Arthur Nugent ..... AN-DNB-KEL
Gasoline Alley—d-4c-5c; S-hps-tps-pt-hpt-mat—Frank King (daily), Bill Perry (Sunday) ..... CTN
Geraldine—3tw-4c-mat—Elisabeth Brozowska ..... NNS
Gil Thorp—d-4c-5c-mat—Jack Berrill .... CTN
Good Old Days, The—w-3c4"-4c5⅝"; S-hpt-mat—Erwin L. Hess ..... UFS-BUF
Good Old Days & Antique Fair—S-tps-mat—Erwin L. Hess ..... UFS-BUF
Gordo—d-4c2⅛"; S-hps-tps-pt-mat—Gus Arriola ..... UFS-BUF
Grandma—d-4c-mat; S-pt-hps-tps—Charles Kuhn ..... KFS-TSS
Grandpa's Boy—w-4c2"-mat-glossy-proof—Brad Anderson ..... AMP
Grin and Bear It—d-2c4¾"-3c7¼"; S-hps-pt-tps-mat—George Lichty CSTDNS-CWF
Handy Family—w-2c2½"-mat—Lloyd Birmingham ..... NWNS-MIL
Have Fun—incl. one panel cartoons: Lil Mitch, Osmond, Papa and The Missus—codέw-1c11"H-ill-mat—Lee Bryan .... AMP
Have Fun!—w-1c11"-mat—Lee Bryan and Rube Weiss ..... BPF
Hawk, The—d-4c-mat—Rod Maxwell and Bob Webb ..... PF
Heart of Juliet Jones, The—d-4c-5c-mat-S-hps-tps-pt-mat—Stan Drake ..... KFS-TSS
Henry—d-4c; S-pt-hpt-tps-mat—Carl Anderson ..... KFS-TSS
Here's Mom—w-2c-mat—Isabel ..... CTN
Herman—d-4c2½"; S-tps-mat—Clyde Lamb ..... RTS-KEL
Hi-lo (Tric & Trake)—dS-4c1½"-mat—Daloisio ..... TWS
Hi and Lois—d-4c-mat; S-pt-hps-tps—Mort Walker and Dik Browne ... KFS-RGB
Honor Eden—d-4c2¼"-mat—Jack Sparling ..... MCL-MIL
Hossface Hank—w-4c2"-mat-glossy proof—Frank Thomas ..... AMP
How does it work—w-4c-mat—Bruce Bailey ..... CF-MIL
Hubert—d-2c-S-pt-tps-hps-mat—Dick Wingert ..... KFS
Hubert Henpec (Tancredo)—dS-5c2"-mat—Fantasio ..... TWS
Human Side, The—w-500-min—Chester Lewis ..... AMS
Jackson Twins, The—d-4c-5c; S-pt-hps tps-mat—Dick Brooks ..... MCN-CWF
Jane Arden—d-4c2½"-5c2½"—Walt Graham and W. G. Hargis RTS-KEL
Jeff Cobb—6tw-4c2½"-mat—Peter Hoffman ..... GFC
Jes' Smith—dexS-4c-mat—Johnny Pierotti ..... CF-MIL
Joe Palooka—d-4c-5c; S-pt-hps-tps-mat—Ham Fisher ..... MCN-CWF
Johnny Hazard—d-4c; S-pt-hps-tps—Frank Robbins ..... KFS-RGB
Josephine—dexS-1c-mats—Robbie Robinson ..... GFC
Josh Billings Sez—w-1c4"-mat—Rube Weiss ..... BPF
Judge Parker—d-4c5c-mat; S-pt-hps-tps—Dr. N. P. Dallis and Dan Heilman PUB-CWF
Just the Type—S-hpt-mat—Bob Dunn KFS
Katzenjammer Kids—S-pt-hps-tps-mat—Joe Musial ..... KFS-RGB
Kermit The Hermit—dS-4c2¼"-hps-pt-tps-mat—Ell Bauer ..... CSTNDS-CWF
Kerry Drake—d-4c-5c-mat; S-pt-hps-tps—Alfred Andriola ..... PUB-CWF
Kevin The Bold—S-hps-tps-pt-mat—Kreigh Collins ..... NEA-DNB
KingAroo—dexS-4c2¼"-2c4½"-mat—Jack Kent ..... GG
Kippy—dexS-4c1½"-1c6"-mat—Bernard & Jordan Lansky ..... CSTDNS-CWF
Kitty Higgins—S-5c-7c-mat—Ferd Johnson ..... CTN
Laredo—d-4c2½"-mat—Bob Schoenke ..... RTS-KEL
Laredo—w-4c-mat-glossy proof—Bob Schoenke ..... AMP
Larry Brannon—d-4c-mat—Winslow Mortimer ..... NNS-TSS
Life With the Rimples—w-4c2¼"-ill-ilm—Les Carroll ..... NEA-DNB
Life's Like That—d-1c1⅞"-2c3⅞"; S-hps-tps-pt-mat—Fred Neher .... CNF-DNB-KEL
Li'l Abner—*d-4c2⅛"-5c2⅝"; *S-hps-tps-pt-mat—Al Capp ..... UFS-BUF
Li'l Philosopher—d-2c4½"-mat-ptd—Constance Bannister ..... MIL
Little Annie Rooney—d-4c; S-hps-tps-pt-mat—Darrel McClure ..... KFS-TSS
Little Brother Hugo—S-7c-mat—Bill Perry ..... CTN
Little Eve—dexS-4c1¼"-mat—Jollita .... GFC
Little Farmer—w-4c2"-mat-glossy proof—Kern Pederson ..... AMP
Little Iodine—S-gpblock-hps-tps-mat—Jimmy Hatlo ..... KFS-RGB
Little Joe—S-ps-mat—Robert Leffingwell ..... CTN
Little King—S-hps-tps-mat—Otto Soglow ..... KFS-TSS
Little Lulu—d-4c-mat—Marge ..... CTN
Little Orphan Annie—d-4c-5c; S-hps-pt-hpt-mat—Harold Gray ..... CTN
Little Pedro—d-4c-mat—William de la Torre ..... TMS-TNS
Little People, The—S-hps-tps-hpt-mat—Walt Scott ..... NEA-DNB
Little Sport—6tw-4c1¼"-mat—John Henry Rouson ..... GFC
Little Woman, The—d-1c-2c-mat; S-hps-tps—Don Tobin ..... KFS
Lolly—d-4c-5c; S-tps-hpt-mat—Pete Hansen ..... CTN
Lone Ranger—d-4c; S-hps-tps-pt—Fran Striker and Charles Flanders .... KFS-TSS
Long Sam—d-4c2⅛"-5c2⅝"; S-hps-tps-pt-mat—Bob Lubbers ..... UFS-BUF
Louie—d-4c1⅞"-mat; S-hps-tps-pt-mat—Harry Hanan ..... CNF-DNB-KEL
MacDivot—d-4c-5c-mat—Mel Keefer and J. Lansky ..... CTN
Mandrake The Magician—d-4c; S-pt-hps-tps-mat—Lee Falk and Phil Davis ..... KFS-RGB-TSS
Mark Trail—d-4c2⅛"-5c2⅝"; S-pt-hps-tps-mat—Ed Dodd ..... HLS-CWF
Mary Worth—d-4c-5c-mat; S-pt-hps-tps—Allen Saunders and Ken Ernst ....PUB-CWF
Maw Green—S-5c-7c-mat—Harold Gray ..... CTN
"Kidbits"—d-4c-mat—J. H. Kerber .... SEL
Mickey Finn—d-4c-5c; S-hps-tps-pt-mat—Lank Leonard ..... MCN-CWF
Mickey Mouse—d-4c; S-hpt-hps-tps-mat—Walt Disney ..... KFS-TSS
Miss Peach—d-4c; S-hps-tps-mat—Mell ..... NHT-MIL
Mister Breger—d-2c; S-pt-hps-tps—Dave Breger ..... KFS-RGB
Moco—d-4c-mat-Moco (Mogensen and Cornelius) ..... TMS-TNS
Mona—d-8"2 3/16"-glossy-mat-plastic plates separate mim text ..... VAZ
Moon Mullins—d-4c-5c; S-hps-pt-tps hpt-mat—Ferd Johnson ..... CTN
Mopsy Page—S-hps-pt-tps-mat—Gladys Parker ..... AN-DNB-KEL
Morty Meekle—d-4c2⅛"-mat; S-hps-tps-pt-mat—Dick Cavalli ..... NEA-DNB
Mostly Malarky—d-2c; S-tps-mat—Wally Carlson ..... CTN
Mountain Boys, The—dexS-2c4⅜"-mat—Paul Webb ..... CF-MIL
Mr. Abernathy—6tw-4c-mat; S-pt-hps-tps-Ralston Jones and Frank Ridgeway .... KFS
Mr. & Mrs.—S-hps-tps-mat—Kin Platt NHT
Mrs. Fitz—6tw-4c-mat—Frank Roberge ..... KFS-TSS
Muggs & Skeeter—d-4c-mat—Wally Bishop ..... KFS-CP
Mutt & Jeff—d-4c2¼"-5c2⅞"; S-ps-hps-tps-mat—Al Smith .... BES-DNB-KEL
Nancy—*-d-4c2⅛"-5c2⅝"; *-S-hps-hpt-tps-pt-mat—Ernie Bushmiller .... UFS-BUF
Nero Wolfe—d-4c; S-hps-tps-pt-mat—Rex Stout ..... CF-MIL
New Products—w-Ida Fried ..... EPS
Nibbles—dexS-4c-mat—Mal ..... GMA
Nubbin—d-4c-mat—James Burnett and Geo. Crenshaw ..... KFS
Nut Brothers, The—S-tps-mat—William Freyse ..... NEA-DNB
Old Glory—S-tps-mat—Dick Fletcher and Athena Robbins ..... CTN
Old Home Town—d-2c-mat—Lee Stanley ..... KFS-CP-TSS
On Stage—d-4c-5c; S-hps-tps-pt-mat—Leonard Starr ..... CTN
Our Bill—S-hps-tps-mat—Harry Haenigsen ..... NHT-MIL
Our Boarding House—d-2c3½"-2½"c4¼"-3c5"; S-ps-hps-tps-pt-hpt-mat—William Freyse ..... NEA-DNB
Our Faith—w-3c6½"-mat—Carl Pfeufer EJ
Our New Age—S-pt-hps-tps-mat—Athelstan Spilhaus & Eugene Felton ..... HLS-CWF
Our New Age—dexS-1c5⅝"-mat—Athelstan Spilhaus and Ray Evans ..... HLS-CWF
Out Our Way—d-2c3½"-2½"c4¼"-3c5"; S-ps-hps-tps-pt-hpt-mat—Negley Cochran ..... NEA-DNB
Package Deal—complete service-w-15 features-mat-glossy proofs ..... AMP
Peanuts—*d-4c1½"; S-hps-tps-hpt-pt-mat—Charles M. Schulz ..... UFS-BUF
Penny—d-4c; S-hpt-tps-mat—Harry Haenigsen ..... NHT-MIL
Pete The Tramp—S-pt-hps-mat—C. D. Russell ..... KFS-RGB
Phantom—d-4c-5c; S-hps-pt-tps-mat—Lee Falk and Seymour Barry ..... KFS-RGB
Pilot Storm—dexS-4c2⅜"-mat—Henk Sprenger ..... DWL
Play Time—w-3c6½"-mat—Z. Anderson....EJ
Pocket Cartoons—w-pkge of 10-1c2½"-mat—Selected Cartoons from Panel ..... CF-MIL
Pogo—d-4c2⅛"-5c2⅝"; S-pt-hps-tps-mat—Walt Kelly ..... HLS-CWF
Popeye—(see Thimble Theatre)
Pops—w-4c2—mats-glossy proof—George Wolfe ..... AMP
Pottsy—S-tps-hpt-mat—Jay Irving ..... CTN
Prince Valiant—S-hps-pt-ps-mat—Hal Foster ..... KFS-TSS
Priscilla's Pop—d-4c2⅛"-5c2¾"; S-hps-tps-pt-mat—Al Verneer ..... NEA-DNB
Professor Phumble—d-4c-mat—Bill Yates ..... KFS-RGB
Professor Pi—dexS-4c 13/16"-mat—V. T. Born ..... DWL
Red Ryder—d-4c; S-hps-tps-pt-mat—Fred Harman ..... MCN-CWF
Rex Morgan, M.D.—d-4c-5c-mat—S-pt-hps-tps—Dr. N. P. Dalis, Marvin Bradley and Frank Edgington .... PUB-CWF
Rick O-Shay—dS-4c-tps-hpt-mat—Stan Lynde ..... CTN
Right Around Home With Myrtle—d-4c; S-pt-hps-tps-mat ..... KFS-RGB
Rip Kirby—d-4c-5c-mat—John Prentice and Fred Dickenson ..... KFS-RGB
Rip Tide—d-4c-S-hps-tps-pt-mat—Herron and Grandenetti ..... CF-MIL
Rivets—dS-4c2⅜"-hps-pt-tps-mat—George Sixta ..... CSTDNS-CWF
Rural Delivery—w-4c2"-mat-glossy proof—Al Smith ..... AMP
Ryatts, The—d-4c2⅛"-5c2⅝"-mat—Cal Alley ..... HLS-CWF
Sam's Strip—d-4c—Mort Walker and Jerry Dumas ..... KFS-RGB
Scamp—d-4c; S-hps-tps-pt-mat—Walt Disney ..... KFS
Secret Agent X-9—d-4c-mat—Bob Lewis ..... KFS-TSS
Short Ribs—d-4c2"-mat-S-tps-mat—Frank O'Neal ..... NEA-DNB
Sir Bagby—d-4c-mat—Rick & Bill Hackney ..... MCL
Skipper Windward—dexS-4c2"-mat—P. J. Kuhn ..... DWL
"Small Wonders"—w-4c2¼"-mat—Art Gates ..... GF
Smidgens—d-4c-mat—Robert Cordray ..... NNS
Smilin' Jack—d-4c-5c; S-tps-hpt-mat—Zack Mosley ..... CTN
Smith Family, The—dS-4c-tps-mat—Mr. and Mrs. George Smith ..... GMA
Smitty—d-4c-5c; S-tps-pt-hpt-mat—Walter Berndt ..... CTN
Smokey Stover—S-tps-hpt-mat—Bill Holman ..... CTN
Sonny South—w-4c2"-mat-glossy proof—Al Curtso ..... AMP
Spooky—S-5c-mat—Bill Holman ..... CTN
Steve Canyon—d-4c-5c; S-pt-hps-tps-mat—Milton Caniff ..... KFS
Steve Canyon—d-4c2½"-5c3"; S-hps-pt-tps-ps-mat—Milton Caniff .... CSTDNS-CWF
Steve Roper—d-4c-5c-mat; S-pt-hps-tps—Wm. Overgard and Allen Saunders ..... PUB-CWF
Stoker The Broker—dexS-1c4¼"-mat—Henry Boltinoff ..... CF-MIL
Storyland—w-5c5"-mat—Staff ..... EJ
Story of Martha Wayne, The—d-4c2⅛"-5c2¾"—Wilson Scruggs ..... NEA-DNB
Strange World of Mr. Mum, The—dS-2c4¾"-pt-hps-pts-mat—Irving Phillips ..... HLS
Superman—d-4c2 7/16"; S-pt-hps-tps-mat—Wayne Boring ..... MCL-MIL-KEL
Tales from the Great Book—S-pt-hps-tps—John Lehti ..... PUB-CWF
Tall Tales—d & S-1c-hps-tps-mat—Allan Jaffee ..... NHT
Tarzan—d-4c2⅛"; *-S-hps-tps-pt-mat—also in Spanish—Edgar Rice Burroughs ..... UFS-BUF
Teena—S-pt-mat—Hilda Terry .... KFS-TSS
Teenie Weenies—S-tps-hpt-mat—William Donahey ..... CTN
Terry and the Pirates—d-4c-5c; S-hps-pt-mat—George Wunder ..... CTN
Texas Jeb Blazo—dexS-4c-mat—Norman Marsh ..... MFS
The Merriers—w-5c5¼"-mat—Stan Campbell ..... EJ
The Space Frontier—d-4c6⅞"-2⅛"-mat—James V. Johnson ..... SNFS
There Oughta Be a Law—d-3c5¼"; S-pt-hpt-hps-tps-mat—Al Fagaly and Harry Shorten ..... MCL-MIL-KEL
They'll Do It Every Time—d-3c-4c-mat; S-tps-hps-pt-mat—Jimmy Hatlo KFS-RGB
Thimble Theatre, Starring Popeye—d-4c; S-pt-hps-tps-mat—Bud Sagendorf ..... KFS-RGB-TSS
Thorn McBride—dexS-mat—Kenneth Simms (writer), Melvin Keefer (artist) ..... CNS
Thorn McBride—dexS-4c2⅛"-mat—Mel Keefer and Ken Simms ..... UFS
Those Were The Days—w-4c2"-mat-glossy proof—Art Beeman ..... AMP
Thoughts—w-3c6 7/16"-mat—C Pfeufer .... EJ
Tim Tyler's Luck—d-4c-mat; S-pt-hps-tps-mat—Lyman Young, Robert Young, Tom Massey ..... KFS-RGB
Tippie—d-4c-mat—Edwina ..... GMA
Today's Chuckle—dexS-25—Chicago Daily News Editors ..... GFC
Tom Trick—S-hps-tps-pt-mat—Dale Goss ..... NEA-DNB
Treasury of Classic Tales—S-pt-hps-tps-mat—Walt Disney ..... TSS-KFS
True Life Adventure—6tw-2c-3c-mat—Walt Disney ..... KFS-TSS

Twin Earths—*d-4c2⅛"-mat—Oscar Lebeck and A. McWilliams ..... UFS-BUF
Uncle Charlie—d-4c1½"-mat—Peter Laing ..... GMA
Uncle Dick—d-4c2¼"-mat; S-4c-pt-hps-tps-mat—Jim Russell ..... LANF
Uncle Remus—S-hpt-hps-tps-mat—Walt Disney ..... KFS
Vic Flint—S-hps-tps-pt-mat—Jay Heavilin (author), Dean Miller (artist) .. NEA-DNB
Weekend Chuckle—w-300-mim-ill ..... GFC
"Wendy's World"—w-4c2¼"-mat—Gill Fox ..... GF
Will Chance—d-4c-S-hps-tps-pt-mat—Don Sherwood and Jim Gordon .... CF-MIL
Will-Yum—d-4c-mat; S-tps-7c4"—Dave Gerard ..... NNS
Winky Ryatt—S-pt-hps-tps-mat—Gene Fawcette ..... HLS-CWF
Winnie Winkle—d-4c-5c; S-tps-hpt-mat—Martin Branner ..... CTN
Yogi Bear—S-hps-tps-pt-mat—Hanna Barbera Productions ..... MCN

13—EDITORIAL (TEXT)

Across The Desk—w-2c6"mat—Staff ..... NWNS-MIL
An AJP Digest of Contemporary Opinion—(What Press Is Saying)—w-var-mim—compiled ..... AJP
Around the World—Feature packet on world events—w-1,000-mim ..... AFP
Behind The Scenes At The United Nations—w-800-mim—David Horowitz ..... WUP
Between the Lines—w-450-60-man-mim—Edith Kermit Roosevelt ..... ROO
Con la Ley en la Mano (Column on Law in Spanish)—d-150-mim—Martin J. Ross ..... LAW
Dateline: Europe—w-500-mim—Archduke Otto von Habsburg ..... RGB
Digest of Contemporary Opinion—(What Press Is Saying)—w-var-mim—compiled ..... WUP
Editorial Service—tw-1500-mim ..... ALB
Editorial Service to Canadian and American Daily, weekly and monthly publications ..... GLN
Editorials (Political, Inspirational, Religious)—dS-500-1000-mim ..... WP
Editorials—w-3c-man-tape—Edward H. Simms ..... EC-MS
Editorials—dexS-650-2c12"-man-tape—Bruce Blossat and Staff ..... NEA-DNB
Editorials Anonymous—5tw-100-400-mim-var—Mrs. J. Albert Dear, Editor ..... DPR
Eric Sevareid Column—S-700-mim—Eric Sevarlied ..... HLS
Everyday Editorials—d-1,800-mim—Staff....GS
Everyday Law—d-150-mim—Martin J. Ross ..... LAW
Foreign News Service—w-500-800-offset-mim—English, French, Spanish & Portuguese—Staff, Correspondents & Outside Contributors ..... FNS
F. Y. I.—dexS-1c4½"-mat-ill—Tom Barrett ..... CWF
George Fielding Eliot—S-700-mim—George Fielding Eliot ..... GFC
Golden Gleams—w-1c4"-man-tape—Selected and Edited by Staff ..... EC-MS
Good Morning—Good Evening—6tw-mim—Tom Sims ..... KFS
International Affairs—3tw-500-proof—Royce Brier ..... CHR
Jim Bishop: Reporter—3tw-mim—Jim Bishop ..... KFS
Josh Billings Sez—ill-cartoon-eod&w-1c4"-mat—Rubin T. Weiss ..... AMP
Langston Hughes Column—w-500-mim—Langston Hughes ..... VIP
Latin America Today—w-mim—Jules DuBois ..... KFS
Listen Americans—w-300-man—Dr. George S. Benson ..... NEP
Local Affairs Service—d-600-man—Staff ..... GS
Looking Ahead—w-550-man—Dr. George S. Benson ..... NEP
Morning Report—d-100-proof—Abe Mellinkoff ..... CHR
Notes and Comments—w-1c-man—Staff ..... EC-MS
Off the Record—w-1000-1200-mim—Nathan Ziprin ..... SAF
Ohio Editorials—w-var-ilm—Rick Zimmerman ..... OHI
On Your Guard—w-mim—Jack Lotto ..... KFS
Paragraphs—w-1c8"-man—Selected and edited by Staff ..... EC-MS
Paul Harvey News—3tw-var-min-tape—Paul Harvey ..... GFC
People and Politics—tw-750-mim—Milburn P. Akers ..... CSTDNS-CWF
Plain Talk—w-1000-1200-mim—Alfred Segal ..... SAF
Profile—w-2c6"-1100-mim-ill—Simon Kavanaugh ..... MS
Ralph McGill Column—dS-650-mim-tape—Ralph McGill ..... HLS
Reflections—3tw-mim—Charles S. Ryckman ..... KFS
Senator Soaper Says—d-300-mim—Bill Vaughan ..... BES-DNB-KEL
Special Editorials (Birthdays, Anniversaries, etc.)—w-2c-man—Edward H. Sims ..... EC-MS
Spotlite Series—dS-750-mim-ilm—Weekly Feature Articles ..... UFS-BUF
"The Shrewd Nude" or other dark verse—dexSat-25-50-mim—John Milton Hagen ..... GHF
Today—dS-800-man—Louis E. Jaeckel, Mary S. Jaeckel ..... WP
Today's Talk—d-350; S-3c-300 ilm—George Matthew Adams ..... GMA
Topic of the Day—w-200 to 600-mim—David Benarone ..... WUP
Truth for Today: Let's Ask the Bible—d-400-mim—A. G. Van Campen ..... GS
Views and Reviews—w-1c8"-man—Selected and Edited by Staff ..... EC-MS
W. D. Workman Column—3tw-700-mim—W. D. Workman ..... HLS
Washington Daybook—dexS-900-man—Reed Blaine ..... GS
Wise or Otherwise—w-1c8"-man—Selected and Edited by Staff ..... KEL
World in Focus, The—S-850-ill-mim—William R. Frye ..... WRF

14—EDITORIAL CARTOONS

Behrendt Cartoons—3tw-2c-3c-mat—Fritz Behrendt ..... NHT-MIL
Berryman-Crockett Cartoons—6tw-3c-mat—James Berryman and Gib Crockett ..... KFS
Burck's Editorial Cartoons—d-2c4¾"-3c7¼"-mat—Jacob Burck ....CSTDNS-CWF
Cargill Editorial Cartoons—6tw-2c-3c-mat—Jesse Cargill ..... KFS-CP-TSS
Cartoon—w-2c5"-mat—N. Bee ..... JTA
Cartoon—w-2c4½"-3c6½"-mat—Jim Berry ..... NEA-DNB
Cartoons—d-2c6"-mat-ill—Staff ..... CPS
Cartoon—w-3c7"-mat—A. B. Chapin ..... NWNS-MIL
Colvin's Commentary—S-varying size 2c-3c-4c-mat—Melvin Colvin ..... CF-MIL
Dowling Editorial Cartoon—6tw-2c-3c-mat—Dan Dowling ..... NHT-MIL
Duffy's Editorial Cartoons—tw-2c4¾", 3c7¼"-mat—Edmund Duffy CSTDNS-CWF
Editorial Cartoon—w-2c6¼"-mat—Staff ..... EC-MS
Editorial Cartoon—dS-3c7"-mat—Bill Crawford, Jim Berry ..... NEA-DNB
Editorial Cartoon—5tw-3c7-mat—A. Beaton ..... TNS
Editorial Cartoon—dexS-3c5½"-mat—F. O. Alexander ..... UFS-BUF
Editorial Cartoon—d-2c-S-3c-mat—C. D. Batchelor & Warren King ..... CTN
Editorial Cartoon—w-2c5"-2 & 3 col-mat-glossy proof ..... AMP
Editorial Cartoon—eod-3c7-mat—Charles L. Burrow & Staff ..... BB
Editorial Cartoon—dexSat-3c-mat—Lou Grant ..... AD
Editorial Cartoons—dS-3c-mat—Daniel Holland, Carey Orr, Joseph Parrish .... CTN
Editorial Cartoons—dexS-3c6"-mat—Arthur B. Poinier ..... AN-DNB-KEL
Editor's Choice Cartoons—8 cartoons per wk-3c7 9/16"-mat—Justus and Long ..... RTS-KEL
Fischetti Cartoons—5tw-4c-mat—John Fischetti ..... NHT-MIL
Goldberg Cartoons, Rube—3tw-3c-mat—Rube Goldberg ..... KFS
Herblock Editorial Cartoons—d-2c5"-3c7¼"-mat-ill—Herbert L. Block ..... HLS-CWF
Here We Go Again—w-3c10"-ilm—J. N. (Ding) Darling ..... RTS-KEL
Hesse Cartoons, Don—d-3c-mat—Don Hesse ..... MCN-CWF
Interlandi—6tw-2c5"-3c7"-ilm—Frank Interlandi ..... RTS-KEL
Jack Hamm Religious Drawings—Sat&S-2c-3c-mat ..... MCN
Law-Briefs—d-4c-ill—Martin J. Ross ..... LAW
Manning Cartoons, Reg—d-2c-3c-mat—Reg Manning ..... MCN-CWF
Mauldin Editorial Cartoon—5tw-3c-mat; 2c-mat—Bill Mauldin ..... CSTDNS
News Cartoon—dexS-2c4¼"-3c6½"-mat—Milt Morris ..... APN
O Canada—w-3c-7-mat—George Shane ..... TNS
Ohio Editorial Cartoons—3tw-3c7"-mat—Rick Zimmerman ..... OHI
Package Deal complete service—w15 features-mat-glossy proofs ..... AMP
Personality Sketches—w-mats or prints—Irma Coucill ..... TSS
Political Cartoons—w-var-mat—Giles, Low, Vicky, Cummings, Friell and Jak RTS-KEL
Political Cartoons—3tw-var-ill—Low, Giles, Lancaster ..... RTS-KEL
Robert W. Chambers—tw-3c6½"-mat—Robert W. Chambers ..... MIL
Robert La Palme—sw-4c5"-mat—Robert La Palme ..... MIL
Russell Editorial Cartoon—3c8"-mat-ill—Bruce Russell ..... TMS-TNS
Shoemaker Editorial Cartoon—5tw-2c-3c-mat—Vaughn Shoemaker ..... NHT-MIL

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Weekly Political Cartoon for State of Illinois only—w-3c6-mat—Arthur A. Henrikson ..... HEN
Yardley Editorial Cartoons—d-3c-proof—Richard Yardley ..... FJM

FARMING—See Gardening

15—FASHIONS

A Lovelier You—5tw-85-1c8"-2c11"-ill-ilm—Mary Sue Miller ..... CSTDNS-CWF
A World of Style—w-325-mim-ilm—Natalie Gittelson ..... GFC
Ask The Designer—Fashion Tips—w-300-man-tape—Gaile Dugas ..... NEA-DNB
Be Smart—dexS-1c4"-ilm—Tao Izzo .... GFC
Beauty in Orbit—S-150-mim-ill—Mildred Gibson ..... NNS
Chic and Charming—6tw-1c-mat ..... KFS-TSS-CP
Clothes Make Your Man—w-500-mim-ilm—Harry Juster ..... RTS-KEL
Color Fashion Telling—m-8c10"-ilm-ill—Jean Spadea ..... SPS
Esquire's Avenues of Fashion—4tw-ill-mim—O. E. Schoeffler ..... MCL-KEL-MIL
Eye of the Needle, The—d-w-S-500 wds-mim—Penny Weyes ..... EWF
Fashion—5tw-700-mim-ill ..... WNS
Fashion by Fran—5tw-500-man—Frances Corcoran ..... BB
Fashion Features—w—Dina Dellale ..... EPS
Fashion Flashes—3tw-mim ..... KFS-RGB
Fashion Illustrations—3tw-mat—Grace Thorncliff ..... KFS
Fashion Illustrations—3tw-mat—Vera Winston ..... KFS
Fashion in Color—occ-3c-4c-5c-ill-ilm ..... NEA-DNB
Fashion League—1c-2c-line drawing-mim-mat-var-8 or 9 releases-prints ..... CNF-DNB-KEL
Fashion Pictures—glossy prints-indcent ..... UPIN
Fashion Tips—w-150-200-1c-man-tape—Staff ..... NEA-DNB
Fashion Snapshots—w-var-mim-ilm ..... AFP
Fashion Stories—sw-400-ill-ilm—Jean Wilson ..... APN
Fashion Stories—sw-200-400-2c-3c-man-ill-ilm—Rosette Hargrove, Gaile Dugas and Staff ..... NEA-DNB
Fashion Telling—w-8c10"-ilm-ill—Jean Spadea ..... SPS
Fashioned in London—w-3c4"-900-mim-ill—Kate Dalrymple ..... MS
Fashions—6tw-mat—Tracy Adrian KFS-TSS
Fashions—S-400-wire—Gay Pauley ..... UPI
Fashions and Beauty by Staff ..... CWF
Fashions—Women's—dS-ill-ilm—Kay Thomas ..... CTN
Fashionwise and Otherwise by Inez—w-var-mim-ill—Inez (Inez Kaiser) ..... FAO
From France, Spain—w-600-mim—Irene Ferris ..... WNS
From Italy—w-600-mim—Mary McLemore ..... WNS
From Paris—w-600-mim—Tonia Schilling ..... WNS
Half Tone Fashions—3tw-mat—Alice Alden ..... KFS-TSS
Harper's Bazaar Fashions—m-mim-photos—Nancy White ..... KFS
Here's To You, Miss Teen—12 installments—1200-mim-ill-ilm—Mary Sue Miller ..... CSTDNS-CWF
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
Homemaking Shorts—w-150-1c-man-tape—Staff ..... NEA-DNB
In Fashion Now—w2c3"-man-tape—Mrs. Hugo S. Sims, Sr. ..... EC-MS
Latest From Paris—d-1c-man—Monique ..... CTN
Look Your Best—dexS-1c5¼"-mat—Colette ..... CSTS-CWF
Male Corner—S-400-ill-mim-tape—Edward Lawrence ..... GFC
Mary Brooks Pickens on Sewing—w-300-3c8"-man-ill-ilm—Mary Brooks Pickens ..... NEA-DNB
Men's Fashions—S-w-450-500-man-tape-ill-ilm—Tony Dresser ..... DNB
Men's Wear—The Score in Clothes—S-man-ilm—M. H. Barnum ..... CTN
Mohr About Fashion—3tw-S-350-man-ill—Berta Mohr ..... MOH
Mohr in Manhattan—3tw-S-350-man-ill—Berta Mohr ..... MOH
Oleg Cassini Says—S-750-mim-ill—Oleg Cassini ..... CF-MIL
Paris a la Mode—w-500-mim—Nora Martin ..... TNS
Paris Fashion Stories—sea-1500-man-tape-ill-ilm—Rosette Hargrove ..... NEA-DNB
Seams to Me—tw-400-ill-mim-ilm—Patricia Scott ..... CSTDNS-CWF
Secrets of Charm—d-1c-2c-300-ill-ilm; S-4c8½"-mat-tape—John Robert Powers ..... NNS
Shopping for Him—Men's Fashions—w-400-2c10"-man-tape-ill-ilm—Helen Hennessey ..... NEA-DNB
Styles—w-var-ill—Jean Wilson ..... APN
Teenage Tips—w-hps-mim—Jane Sherrod ..... BPS
Teen Tips—w-sm-var-mim—Lady Kaiser (Inez Kaiser) ..... FAO
Through the Looking Glass—w-450-mim—Helen Abel ..... CNS
Tobe on Fashion—4tw-60-120-mim—Tobe ..... NHT-MIL
Vogue Fashion Service—w-photos-text-specials-500-ill-mim—Editors of Vogue ..... AD
What to Wear—w-400-2c10"-man-tape-ill-ilm—Dick Kleiner ..... DNB
Women's Features—w—Staff ..... CNS
Women's Pages—w-var-mim-ill ..... AFP
Wright About Fashion—tw-400-mim—ill-ilm—Olga Maria Wright.... CSTDNS-CWF
Youth Parade—S-200-mim-ill—Reba and Bonnie Churchill ..... NNS

FINANCIAL—(See Business)

16—FICTION

Blue Ribbon Fiction—dS-ill-ilm—Well Known Authors ..... CTN
Fiction—dexS-man-ill-ilm—Various Authors ..... NEA-DNB
Fiction—dexS-36 chapters-42,000-mim-ill-ilm-tape—Vida Hurst, Anne Allison, Rob Eden ..... RTS-KEL
First and Second Serial Rights—fiction and features-book condensations-fillers ..... DDS
Serial Stories—dexS-man-tape-ill-ilm—Various Authors ..... NEA-DNB
Short-Short Story—w-2c10"-mat-ill—Staff ..... NWNS-MIL
Short Stories—w-4c5"-man; S-ps-pt-hps—Frank Del-Witt ..... HT
Short Story—d-man—Well Known Authors ..... CTN
Sports Serials (British and American sports and non-fiction and instruction books) ..... JL
Two-Week Novelette Service—d-1500—Various ..... LANF

17—FILLERS

Ah, Men Corner—w-var-man—Helen Worth ..... HW
Alec The Great—dexS-1c4"-mat—Edwina ..... GMA
Better Filler Service—w-2 galleys-1-7 line fillers-man ..... BFS
Big Headed Fillers—w-2c-16-23 lines-ptd copy—Staff ..... HF
Briefs, Very Brief—w-1c15"-man-tape—Staff ..... EC-MS
Cheerful Cherub, The—dexS-1c2½"-mat—Rebecca McCann ..... GMA
Chuckles in the News—6tw-500-wire—Staff ..... UPI
Column Closers—w-200-300-man-tape—Staff ..... NEA-DNB
Comic Dictionary—dS-5 to 20 mim—Evan Esar ..... RTS-KEL
Crime Close-Up—6tw-1c2½"-mat—Harry Lui ..... LIA
Daily Calendar—dS-5 picas 1"-mat ..... AF
Daily Flashback Calendar—dS-1c1¼"-mat—Dick Peeples ..... AF
Distillates of Random Thoughts—mim—Charles Rehns ..... GH
Do You Believe—d-1c3"-mat—Steve Feeley and Ed Kuekes ..... LANF
Echoes of the News—d—Staff ..... MOF
Factographs—6tw-mat-proofs .... KFS-CP-TSS
Fillers—w-200-400-1c9—Staff ..... NEA-DNB
Fillers—bock condensations—fiction and features—1st and 2nd serial rights—original short stories ..... DDS
Filler Service (misc.)—w-2c-ptd copy-date-lined and headed ..... STF
Filler Service—d-500-mim-Staff ..... STP
First and Second Serial Rights—fiction and features-book condensations-fillers ..... DDS
Food Facts—6tw-1c2½"-mat—Harry Lui ..... LIA
General News Items—w-var-mim-wire by stringers ..... WUP
Grab Bag—6tw-mat-proof ..... KFS-TSS-CP
Grass Roots Clippings—dS-var-mim—Kerwin Hoover ..... HTF
Graveyard Tales—w-1000-mim—Patrick Carr ..... CSF
Handy Fillers—w-2cl to 7 lines-ptd copy—Staff ..... HF
Have Fun!—w-1c11"-mat—Lee Bryan and Rube Weiss ..... BPF
Headed Fillers—w-2c8 to 16 lines-ptd copy—Staff ..... HF
Here's an Idea—dexS-1c2"-mat—Lou Darvas and Jerry Angell ..... AF
Idea Payoff—dexS-1c2½"-mat—Lou Darvas and Jerry Angell ..... AF
I Want to be A—w-500-mim—Patrick Carr, Ruth Twigg ..... CSF
I Wonder??—w-500-man—Jack Bedford ..... JB
It's A Law—d-50-mim—Julius Sturm .... AMS
Jest a Minute—d-man—George Daugherty ..... CTN
Josh Billings Sez—ill-cartoon-eod- & w-1c4"-mat—Rubin T. Weiss ..... AMP
Josh Billings Sez—w-1c4"-mat—Rube Weiss ..... BPF
Life Lines—dexS-300-mim—Anne Campbell ..... AN-DNB-KEL
Long on Shorts—w-500-mim—Patrick Carr, Bill Danley ..... CSF
Men at Work—6tw-1c2½"-mat—Harry Lui ..... LIA
Money Matters—6tw-1c2½"-mat—Harry Lui ..... LIA
Mr. Ed U. Cation—w-500-mim—Patrick Carr ..... CSF
News Headed Fillers—5c per week-1c1 to 30 lines-ptd copy—Staff ..... SFS
Newstipper—w—Carl Ribiet, Jr. ..... CSTDNS-CWF
News Tips Service—w-mim—Millard and Lewis Cope ..... GFC
Now You Know—7tw-30-wire—Staff ..... UPI
Odd But True—w-500-mim—Patrick Carr ..... CSF
Odd Facts—6tw-mat-proof—Staff.... KFS-TSS
Pamphlet Library—w-var-man—Helen Worth ..... HW
Paragraphs—d-var-man—Carey Williams ..... PUB-CWF
Picture of Health—6tw-1c2½"-mat—Harry Lui ..... LIA
Portraits—dS-100-man-mat-ill—John C. Metcalfe ..... CSTDNS-CWF
Quotations Worth Quoting—w-200-mim—O. A. Battista ..... NCWC
Read and Remember—dexS-mim-100-man—W. L. Gordon ..... WLG-MS
Report From Circleville—d-1c-mim—H. B. Fox ..... DNB-KEL
Rosettes—d-var-mim—Elinor K. Rose ..... EKR
Sales Sense—w-500-man—Jack Bedford ..... JB
Science Shorts—d-120-mim—Staff ..... SCS
Selected Filler—w-6c-mat—Staff ..... CPS
Short Fillers, Headed Fillers—all subjects; quotations, editorial quips-m-5,600-mim ..... ROB
"Short Short Stories"—q-2c9¼"-mat—Art Gates ..... GF
Short Takes (Fillers)—w-90-250-mim—Staff ..... DHJ
Shorts—w-300-450-man-tape—Staff ..... NEA-DNB
Slick Trick—d-1c-50-ilm—Staff ..... NNS
Smiles—w-1c-50-man—Staff ..... EC-MS
Snap Shots—d 1c1"-mim—Walter Seigenthaler (Seig) ..... DNB-KEL
Sports Fillers—w-1c-ptd copy-datelined and headed ..... STF
Standard 2's—w-500-mim—Staff ..... STP
Sugar and Spice—dexS-30-mim—Elinor K. Rose ..... AF
Super Fillers—w-2cl to 7 lines-ptd copy—Staff ..... HF
Teen Topics—6tw-1c2½"mat—Harry Lui ..... LIA
Terse-Verse—dexS-25-35-man—A. C. Gordon ..... WLG-MS
This is Their Life—w-500-mim—Patrick Carr ..... CSF
Tide Data—d-1c2"-mim—Bailey R. Frank ..... BRF
Today's Index—dS-1⅛"-mat—Dick Peeples ..... AF
Uncle Charley's "Epigrins"—w-300-2c4"-mat-glossy proof—Charles Grant ..... AMP
Washington Notes—w-2c18"-man—Lillian Hughes ..... EC-MS
What Do You Know About—500-mim—Patrick Carr ..... CSF
Women's Pages—w-var-mim-ilm ..... AFP
Women's World—w-500-mim ..... WNS
Words of Wise Men—d-mat-proofs....KFS-TSS
Worth Repeating—dS-10-30-mim—Theron C. Liddle ..... RTS-KEL

18—FOOD

All About Food—dexS-4c2½" or 2c5⅛"-mat-ill—The Tested Recipe Institute, Inc. ..... HLS
All, Men Corner—w-var-man—Helen Worth ..... HW
Cooking Chat—d-500—Margaret Carr .... TSS
Country Gourmet—w-500-800-man—Claire Barcher Ackerman ..... CG
Daily Food Column—6tw-600-mat-ill—Clementine Paddleford ..... NHT-MIL
Denhoff Food Articles—d-3tw-mat-proof—Alice Denhoff ..... KFS-TSS
Diet Series—an-600-1c20"-ill-ilm-tape—Gaynor Maddox ..... NEA-DNB
Eat & Grow Younger—Book serialization-21 installments-1c30"-ilm-printed proofs—Lelord Kordel ..... SPE
Eat Your Troubles Away—Book serialization-20 installments1-c30"-ilm-printed proofs—Lelord Kordel ..... SPE
Food—ds-man—Alice Petersen and Ella Elvin ..... CTN
Food—w-D Peggy Read ..... EPS
Food Articles—dS-ill-ilm—Mary Meade ..... CTN
Food Facts—6tw-1c2½"-mat—Harry Lui ..... LIA
Food Feature—recipes-w-175-3c9"-ill-ilm—Dorothy Maddox ..... NEA-DNB
Food For Americans—Menus—dexS-350-600-2c5"-2c9"-ill-ilm-tape—Gaynor Maddox ..... NEA-DNB
Food in Color—occ-3c-4c-5c-ill-ilm ..... NEA-DNB
Food Shopping Guide—w-var-by-wire-mim-man—Leonard Snyder ..... IIHS
Food Shopping Guide—w-700-wire—Staff ..... UPI
Food Stories—w-400-ill-ilm—Cecily Brownstone ..... APN
It's Worth Dining—w-var-man—Helen Worth ..... HW
Katy's Kitchen—d-ps-strip-originals—Claire Barcher Ackerman ..... CG
Kitchen Talk—tw & dexS-100-500-mim-photos—Philomena Corradeno ..... PHI
Let's Eat—6tw-mat or proof—Ida Bailey Allen ..... KFS-TSS
Menus—d-200-man—Cecily Brownstone—APN
Menus—dS-man-ill—Mary Meade ..... CTN
Menus—dS-man—Alice Petersen and Ella Elvin ..... CTN
Milady's Memos—w-1c8-mat—Helen Hale ..... NWNS-MIL
Pamphlet Library—w-var-man—Helen Worth ..... HW
Recipes—d-200-mim—Kay Ranney ..... BES-DNB-KEL
Sarah Anne's Cooking Class—w-2c12"-man—Mrs. Hugo S. Sims, Sr. .... EC-MS
Skillet Club For Men, The—w-750-mim-ill-tape—Frank Kohler ..... GFC
Tasty Tales—w-2c-12"-mim—Charles Rehns ..... CH
3 Meals A Day—5tw-600-mim—Louise Moore ..... TNS
Through The Cooking Glass—w-sw-500-man—Bettie Bliss ..... EJ
Today's Recipe—dexS-100-200-mim—Philomena Corradeno ..... PHI
To the King's Taste—w-3c-350-ilm—Hoyt Alden ..... GMA
Weekly Food Review—w-600-man-on AP wires—Ripley Watson, Jr. ..... AP
Your Food Problems—dexS-400-mim-2 photos per wk-tape—Edith Barber ..... GFC

19—GARDENING FARMING

Craft Patterns—w-2c7"-mat-ill ..... CRA
Farm Wife's Window—w-500-600-man Ethelberta Hartman & Owner ..... FWW
Fence Lines—w-2c3"-mat-ill—Staff ..... NWNS-MIL
Frontiers in Farming—m-1200-1500-mim C. F. Marley ..... MCF
Garden Culture Series—w-2c5"-3c7"-mat—Harold C. Beckett, A.I.A. ..... RGB
Garden Fax—tw-2c5"-man—Dr. Milton Carlton ..... HPS
Gardengraphs—sea-mat ..... KFS-TSS-CP
Garden Notebook—w-800-ilm—Alfred Putz ..... NHT-MIL
Garden Series—sea-400-600-man-ill-ilm—Authorities ..... NEA-DNB
Gardners Questions and Answers—w—James Murphy ..... CNS
Gardens—w-400-ill-mimDorothy H. Jenkins ..... DHJ
Green Thumb, The—1000-d-w—George "Doc" Abraham ..... GEO
Greener Thumbs—6tw-1c4"-ilm—Joyce Smith ..... RTS-KEL
Illustrated Farm Features—m-1200-1500-mim—C. F. Marley ..... MCF
Indoor Gardening—w-500-ill-ilm-mim—Katherine B. Walker ..... CST-DNS-CWF
It's Your Landscape—w-400-ill-mim-ilm—George Creed ..... CSTDNS-CWF
Landscape Yourself—w-500-mim—Wayne Tipswood ..... CSF
Landscaping—w-var-ill-mat—Henry Aul ..... NHT-MIL
On the Farm Front—7tw-500-wire—Gaylord Godwin ..... UPI
Today's Garden Graph—dS-sea-mat ..... KFS
U-Bild-It—dS-var-man-mim-ill—Steve Ellingson ..... AD-UB-DF
Weeder's Guide—w-500-man—Earl Aronson ..... APN
World of Flowers, The—w-B&W 4 colors-pt-ilm—Eugene T. DuPont ..... SPS-MS
Yardner, The—450-ill-ilm—Staff .... NEA-DNB

GRAPHOLOGY—(See Astrology)

20—HEALTH

Alvarez Medical Column—4tw-700-mim-on tape—Dr. Walter C. Alvarez....RTS-KEL
Best Things of Life—3tw-1c-mim—Dr. D. C. McEwen ..... WP
Child Care—dexS-350-mim-tape—Milton I. Levine, M.D., and Jean H. Seligmann ..... GFC
Debbie Drake—3tw-2c-mim-ill-mat—Debbie Drake ..... NHT-MIL
Diet and Health—6tw-mat-proof—Dr. Burton H. Fern ..... RGB-TSS-CP
Doctor Talk—w-1c15"-man-tape—Dr. John B. Rembert ..... EC-MS

Dr. Duncan—d-4c2¼"-mat—Dr. B. C. Douglas ..... LANF
Eat Well & Stay Well—12 part series-mim—Ancel & Margaret Keys ..... DDS
Feel Young Again—Book serialization—24 installments-1c20"-ilm-printed proofs—Lelord Kordel ..... SPE
Focus on Health—w-500-wire—Alton Blakeslee ..... APN
Food and Your Health—3tw-400-500-mim—Dr. Frederick J. Stare ..... AD
For Better Health—dexS-350-mim—C. A. Dean, M.D. ..... GFC
For Better Health—w-1c8-mat—C. A. Dean, M.D. ..... NWNS-MIL
For Peace and Health—w-2c-500-mat—Beatrice Katz, M.D. ..... BPF
Health—dS-man—Dr.Theodore R. Van Dellen ..... CTN
Health and Beauty—w-2c4"-man-tape—Martha Bass Sims ..... EC-MS
Health Capsules—*dexS-1c3¾"-mat—Michael A. Petti, M.D. ..... UFS-BUF
Health For Today—dexS-500-mim—Dr. W. W. Bauer ..... CF-MIL
Healthy Living—d-w-500—Mel Ducat .... JRL
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
Inside You and Yours—6tw-mat-proof—Dr. Burton H. Fern ..... KFS-RGB
Lose Weight and Live—dS-8 installments-mim—Robert P. Goldman ..... DDS
Medical Memos—5tw-150-mim-ill—H. L. Herschensohn, M.D. ..... TMS-TNS
"Message For Mothers"—5tw-300-mim—Leon H. Dembo, M.D. ..... SEL
Mirror of Your Mind—d-3c-mat: S-pt-mat—Joseph Whitney ..... KFS
Personal Health Service—d-450; S-1,000-man-tape—Dr. William Brady ..... NNS
Picture of Health—6tw-1c2½"-mat—Harry Lui ..... LIA
Science News Report—5tw-2000-mim—Staff ..... SCS
Science Wire Reports—dexS-800 by wire—Staff ..... SCS
20 installments-1c30"-ilm-printed
Stay Alive Longer—Book serialization—proof—Lelord Kordel ..... SPE
Steincrohn, M.D., F.A.C.P., Peter J.—dS-500-mim-tape ..... BES-DNB-KEL
The Doctor Says—Medical Column—5tw-550-2c7"-man-tape—Harold Thomas Hyman, M.D. ..... NEA-DNB
The Well Child—Medical Column—w-550-2c7-man-tape—Harold Thomas Hyman ..... NEA-DNB
To Your Good Health—dS-500-mim-tape—Dr. Joseph G. Molner ..... CSTDNS-CWF
Varied—w&m-var-man ..... GLN
What's Best For Your Child—5tw-500-mim-tape—Dr. David Goodman ..... AN-DNB-KEL
Wire By Mail Service—dexS-600-mim—Staff ..... SCS
Worry Clinic, The—dexS-mim-650-man-ill-ilm-tape—Dr. George W. Crane ..... HPS
You Can't Count on Dying—dS-10 installments-mim—Natalie Harris Cabot ..... DDS
You're the Doctor—3tw-900-mim—Joseph D. Wassersug, M.D. ..... NHT
Your Child's Health—w-500-mim-tape—Dr. Irving Abrams ..... RTS-KEL
Your Health and Your Weight—S-450-mim—Dr. James W. Barton ..... DNB-KEL
Your Teeth—w-50-mim—Dr. E. M. Shulman ..... GFC

21—HISTORY—POLITICS

Adventure Postpaid—w-1c9"-mat-ill—Lee James ..... JL
American Diary—d-300-mim—Staff ..... STP
American Album (currently Civil War)—d-250-mim—Sergeant Dalzell (Wayne Jordan) ..... SD
Antiques—w-275-ill-mim—Dorothy H. Jenkins ..... DHJ
Best from American Heritage—w-1000-mim-ill—Various ..... APN
Between the Lines—450-60-man-mim—
Civil War Album—d-250-mim—Sergeant Dalzell (Wayne Jordan) ..... SD
Edith Kermit Roosevelt ..... ROO
Civil War Centennial Specials—occ-800-1500-ill-ilm-tape—Philip Van Doren Stern ..... NEA-DNB
Daily Flashback Calendar—dS-1c1¼"-mat—Dick Peeples ..... AF
Daily Reminder—d-400-mim-tape—Staff ..... STP
During This Week—w-160-175-man—Estey I. Reed ..... EIR
Far Eastern Coverage—Staff ..... CNS
Feature Stories—sea-hpt-tpt-mim-ill—Experts in their fields ..... WUP
Heritage Road—w-600-700-offset print—John Teene (pen name for George Morrill) ..... HR
History in Headlines—w-1000-mim—Patrick Carr ..... CSF
Homemaking Shorts—w-150-1c-man-tape—Staff ..... NEA-DNB
If Your Name Is . . . (Fun with first names)—d-w-470-man-mim—Ann Reynolds, Ph.D. ..... RFS
Matter of Fact—Historical Facts—5tw-75-1c4"-ill-ilm ..... NEA-DNB
Mr. President—dS-4c10"-mat-ill—Sam Patrick and Dr. Rolf Vinmont ..... TMS-TNS
On This Day—d-135-145-man—Estey I. Reed ..... EIR
Our America—w-2c8"-150-200-mim-ill-ilm ..... FAF
People and Politics—tw-750-mim—Milburn P. Akers ..... CSTDNS-CWF
Picture Review of the Year—an-p-hps-mat-ill—Staff ..... NEA-DNB
Political Articles—dS-var-mim-on AFP wire ..... AFP
Report From The Confederacy—w-600-800-3col-mat-ill—Robert Stonedale .... FSI
Review of the Year—an-ps-hps-mat-man-ill—Staff ..... NEA-DNB
Spanish Language Report—w-450 ..... CNS
The Mainstream of America—S-52 Inst.-mim—Lewis Gannett ..... DDS
This Day in History—6tw-mim—Staff ..... KFS-TSS
Today's Index—dS-1⅛"-mat—Dick Peeples ..... AF
True Tales of Science and History—w-500-mim—Ruth Twigg ..... CSF
Unknown In History, The—w-500-800-man—Thourot Pichel ..... CRN
What Life Has Taught Me—w-hps-mim—Kurt Singer ..... BPS
Year End Reviews—an-p-hps-man-mat-ill-ilm—Staff ..... NEA-DNB
Your America Day by Day—7tw-mat—Clark Kinnaird ..... KFS
Your Name—The Mystery & Magic Behind It—d-500-mim ..... EWF

22—HOUSEHOLD—"DO-IT-YOURSELF"

About Your Home—w-1c6"-man-tape—Mrs. Hugo S. Sims, Sr. ..... EC-MS
Ah, Men Corner—w-var-man—Helen Worth ..... HW
A Home To Live In—w-2c5"-2c7"-man-ill-ptd copy ..... SHP
Antiques—w-275-ill-mim—Dorothy H. Jenkins ..... DHJ
Architects Home Designs—w-500-mim-ill—Gerry Bishop ..... AN-DNB-KEL
Architect's Sketchbook—w-3x11-mat—Various ..... APN
At Our House—3tw-mat—Grace B. Freeman ..... KFS
Beckett's House Plans—w-3c4"-plus floor plan-mat—Harold C. Beckett, M.R.A.I.C., A.I.A. ..... RGB
Chef, The—d-tw-250-300-mim—Sylvia Windle Humphrey ..... BES-DNB-KEL
Craft Patterns—S-2c7"-mat-proof-ill; or photo and proof—A. Neely Hall ..... CRA
Craft Patterns—w-2c7"-mat-ill ..... CRA
Designing Woman—d-1c-2c-400-ill-ilm; S-200-mim-ill—Elizabeth Hillyer ..... NNS
Designing Woman Weekender—S-250-mim-ill—Elizabeth Hillyer ..... NNS
Do-It-Yourself—w-600-700-man-ill-ilm—Mr. Fix ..... NEA-DNB
Do It Yourself—S-2c-proof-ilm—J. Ralph Dalzell ..... NHT-MIL
Do-It-Yourself Camps—Summer Homes—Patios & All Kinds of Outdoor Projects—sea-var-mat-proof—Jack McEleney ..... ASA
Dottie Decorates—S-2c-3c-ilm-tape—Dottie and Harry Brown ..... GFC
Easi-Bild—S-350-ilm—Don Brann ..... GFC
Easy Does It—w-1c6"-mat-ill—Helen Hale ..... NWNS-MIL
Everyday Law—d-150-mim—Martin J. Ross ..... LAW
Fabric Doctor, The—w-250-mim-ilm—Fred Dodge ..... MM
Family Finance—w-700-mim—Morton Yarmon ..... WNS
Family Homes—2c-8x10-glossy—Homograf ..... HOG
First Aid to the Ailing House—d-400; S-405-mim-ill—Roger C. Whitman ..... CNF-DNB-KEL
Fix-It Tip—w-50-1c4"-ill-ilm—Staff ..... NEA-DNB
Fit It Yourself—dexS1c7"-250-ilm—Hubbard Cobb ..... GMA
Handy Family, The—w-4c2¾"-mat—Lloyd Birmingham ..... GFC
Handy Tip: Better Homes and Gardens—dexS-1c4-mim-ill-ilm ..... RTS-KEL
Here's How—3tw-150-man—Osa Handle ..... MOH
Hints from Heloise—d-mim; S-tps-mat colors—Heloise Cruse ..... KFS-RGB
Home—w-400-ill-mim—Ann Jermyn, George Adams ..... DHJ
Home—w—Ida Fried ..... EPS
Home Building Hints—w-var-Staff ..... MIL
Home Building In Canada—w-var—Staff ..... MIL
Home Furnishings in Color—occ-3c-4c-5c-ilm ..... NEA-DNB
Home Magazine—w-7 features-man-ill—Los Angeles Times Staff ..... TMS-TNS
Home Making Helps—3tw-mat-proof—Eleanor Ross ..... KFS-TSS

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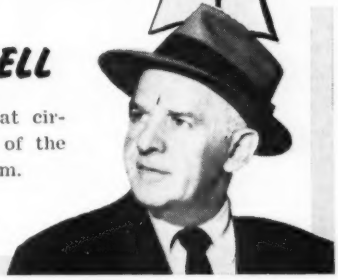

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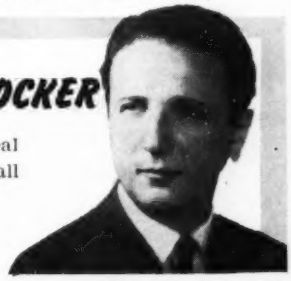

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Home Repair Problems—d-mim—Douglas Tuomey ... DNB-KEL
Homes for Americans—w-mat ... APN
Homes Bldg.: Questions and Answers—w—Charles A. Taylor ... CNS
House Doctor—w-800-mim-ilm—Herman Baum ... RTS-KEL
Household Hints—w-var-mim ... AFP
Household Hints—6tw-mat-proof ... KFS-TSS
Household Scrapbook—dexS-mim-100-300-man—Roberta Lee ... WLG-MS
Household Stories—w-300-ill-ilm—Vivian Brown ... APN
House of the Week, The—w-pt-mat—Jules Loh ... APN
House Plans—w-mat ... KFS-TSS
Ho Can I???—dexS-mim-100-300-man—Anne Ashley ... WLG-MS
How to—dorS-800-mim-ill-ilm—Better Homes and Gardens ... RTS-KEL
Illustrated New Homes by Assoc. Architects—w-var-mat-proof—Jack McEleney ... ASA
Interior Decorating—w-400-man-ilm—Vivian Brown ... ANP
Interior Decorating, Q & A—tw-mim-ill-400—Betty Pepis ... MCL-MIL-KEL
Interior Decoration—S-2c-mat—Willella de Campi ... CTN
Interior Decoration—sea-200-350-man-ill-ilm—Staff ... NEA-DNB
It's Worth Dining—w-var-man—Helen Worth ... HW
Know Your Antiques—w-500-mim-ill-ilm—Ralph and Terry Kovel ... RTS-KEL
New Ideas—Products—w-2c5"-500-man-mim—Staff ... JL
On The House—w-700-man-ilm—Andrew C. Lang ... APN
Pamphlet Library—w-var-man—Helen Worth ... HW
Parade of Homes—S-300-man—Arvid C. Petersen ... GFC
Petunia—dexS-1c3¾"-mat—Daniel Bishop and Margaret Bracken ... GMA
Polly's Quiz and A's on Homedecorating—w-3sd-2c8"-man-tape—Polly Cramer ... NEA-DNB
Right at Home—3tw-150-mim-ilm—Marion Heuer ... CWF
Short Takes (Fillers)—w-90-250-mim—Staff ... DHJ
Slick Trick—d-1c-50-ilm—Staff ... NNS
Spice Cabinet—w-40-1c4"-ill-ilm—Staff ... NEA-DNB
U-Bild-It—dS-var-man-mim-ill—Steve Ellingson ... AD-UB-DF
Varied—w&m-var-man ... GLN
Water World—w-1c8"-ill-ilm-mat—Howard Kadow ... BPF
Wife Preservers—6tw-mat—Staff ... KFS-TSS-CP
Women's Page Features—d-350-man-tape-ill-ilm—Rosette Hargrove; Alicia Hart; Kay Sherwood; Gaynor Maddox; Ruth Millett; Mrs. Muriel Lawrence; Gaile Dugas ... NEA-DNB
Women's Page Fillers—w-150-man—Staff ... NEA-DNB
Workshop Patterns—sw-1c-ilm-mat-100—Ruth Wyeth Spears ... RSP
You Can Fit It—tw-50-75-ilm—Gene Von ... WLG-MS
Your Home—5tw-S-var-mim-S-ill—Lynn Elson ... GFC
Your Home—w-300-ilm—Douglas Tuomey ... DNB-KEL

23—MAPS

Background Maps—w-ill-ilm—Staff ... APN
Chicago Tribune Weather Map—dS-ill—Staff ... CTN
Map of the Stars—m-4c10⅜"-ilm-mim—James Stokley ... SCS
News Maps—1c-2c-3c-mat—Staff Artists ... NEA-DNB
Pictures, Maps and Charts Page—dexS-ill-ilm ... NEA-DNB
Weather Maps—Long Range Forecast—m-2c6½"-ill-ilm—Staff Artists ... NEA-DNB
Weather Week—w-3c8-mat ... TNS

24—MOTION PICTURES

A Visit to the Stars—w-6 exclusive & intimate candid photos of TV, screen & stage personalities—glossy-8x10—Staff ... WIP
Along Movie Row—d-w-500—Mel Ducat ... JRL
Ambling With Ann—w-500-mim—Ann Wardell Saunders ... SE
Barney Glazer From Hollywood—w-400-mim—Barney Glazer ... TCN
Behind the Scenes in Hollywood—6tw-mat—Harrison Carroll ... KFS-TSS
Broadwayfarer (Motion Pictures)—sw-hps—Jerry Lee ... JRL
Celebrity Corner—5tw-2c20"-man—Harold Latham ... NJP
Cindy Says—6tw-col-mim or typed—Cindy Adams ... CG
Dateline: Hollywood—dexSat-600-mim—Mike Connelly ... CSTDNS-CWF
Drama Review—d-man—John Chapman ... CTN
Films, Music, Theatre—w-100 to 350-mim—David Horowitz ... WUP
Hollywood—6tw-400-wire-(for morning papers)—Joe Finnigan ... UPI
Hollywood—dexS-400-by wire—Bob Thomas ... APN
Hollywood—d-man; S-man-ill—Hedda Hopper ... CTN
Hollywood—dS-var-mim-man-by wire—Louella O. Parsons ... HHS
Hollywood Candid Picture Service—w-ill-mat-mim—Globe Photos, Inc. ... TMS-TNS
Hollywood Candid Roundup—glo-for roto or picture page—Thomas Mitchell ... HLW
Hollywood Candid Service—w-var-man-mat-ill ... GP-MES-BUF
Hollywood-Chuckles—w or dex-Sat.-300w-50-d-mim—Pete Watson ... GHF
Hollywood Column—dS-600-mim—Harold Heffernan ... NANA
Hollywood—6tw-400-wire-(for afternoon papers)—Vernon Scott ... UPI
Hollywood Shorts—S-700-by wire—James Bacon ... APN
Hollywood Speaks—w-hps-mim—Kurt Singer ... BPS
Hollywood Today—dS-600-mim—Sheilah Graham ... NANA
Hollywood Today—dS-750-mim-photo-print-tape—Sheilah Graham ... BES-DNB-KEL
Hollyood—Movies—TV-Radio—dexS-500-600-2c12"-man-tape-ill-ilm—Erskine Johnson ... NEA-DNB
Lights, Action, Camera—sm-var-man-mat-ill—Globe Photos, Inc. ... GP
Motion Picture Column—5tw-450-mim—James Meade and Dave McIntyre ... CNS
Motion Pictures—w—H. W. Holzer ... EPS
Motion Pictures (packet)—w-var-mim ... AFP
Movie Reviews—dS-man—Kate Cameron and Mae Tinee ... CTN
Movies, The—5tw-500-mim—Clyde Gilmour ... TNS
News From Hollywood—w-1c15"-man-tape—Lillian Hughes ... EC-MS
On Hollywood—dS-750-min-photo print-tape—Harold Heffernan ... BES-DNB-KEL
On The Screen—w-1c5"-man—Lillian Hughes ... EC-MS
On The Screen—w-800-mim—Herbert G. Luft ... JTA
Out of This ShoWorld—dS-400-mim—Barney Glazer ... CTN
Peek at the Stars—w-1c9"-mat-ll—Lyn Connelly ... NWNS-MIL
This Is Hollywood—5tw-400-mim—Joe Hyams ... NHT-MIL
TV Movies of Week—w-ps-man-ilm—Frances M. Knox ... DIC
Your Name—The Mystery & Magic Behind It—d-500-mim ... EWF

25—MUSIC

A Visit to the Stars—w-6 exclusive & intimate candid photos of TV, screen & stage personalities—glossy-8x10—Staff ... WIP
Barney Glazer From Hollywood—w-400-mim—Barney Glazer ... TCN
Books and Arts—w-700-man—Miles Smith ... APN
BroadwayFarer (Motion Pictures)—sw-hps—Jerry Lee ... JRL
Classical Records—w-300-mim—Delos Smith ... UPI
DISCussion—w-2c4"-400-man-ilm—Joe Kaliff ... AMF
Disc Data—w-1c6"-man-mim—Staff ... JL
Eyeing Records—w-500 words-mim—Patrick Carr ... AEP
Films, Music, Theatre—w-100 to 350-mim—David Horowitz ... WUP
Hi-Fi Whirled—dS-400-mim—Barney Glazer ... TCN
Hollywood Speaks—w-hps—mim—Kurt Singer ... BPS
In Record Time—w-600-wds-proof—Hugh Mulligan ... APN
Inside Stuff, Records, Jocks, Jukes and Discs—w-tps—Jerry Lee ... JRL
Leonard Bernstein—dS-12 installments-mim—John Briggs ... DDS
Life With Music—w-500-mim—Richard Drake Saunders ... SE
Music For Everybody—S-750-mim-tape—Sigmund Spaeth ... GFC
Music and Records—w-var-mim ... AFP
New Records, The—w-2c6"-man-tape—Staff ... EC-MS
Out of This ShoWorld—dS-400-mim—Barney Glazer ... TCN
Popular Records—w-300-mim—William D. Laffler ... UPI
Record Reflections—w-450-mim—Julius Sturm ... AMS
Record Review—w—Dina Dellale ... EPS
Record Roundup—w—Bob Budler ... CNS
Rhythm Section, The—w-300-proof-glossy—Ralph J. Gleason ... CHR
Saturday Review Music Service—w-2500-mim-ill—Irving Kolodin ... SAT
The Record Shop—w-600-2c10½"-man-tape-ill-ilm—Dick Kleiner ... NEA-DNB
Tin Pan Alley-Cats—w or d ex Sat—300w-50d-mim—Stering Sherwin (ASCAP) GHF
Top 20 Records—w-200-wire—Staff ... UPI
Top Records of Week—w-200-man—Eugene Gilbert ... APN

26—NATURE

Is That So?—4tw-mim-ilm—Olga Burns ... MIL-KEL
Mark Trail—S-pt-hps-tps-mat—Ed Dodd ... HLS
Mark Trail's Outdoor Tips—panel-1c5⅛"-mat—Ed Dodd ... HLS-CWF
Nature Subjects—w-1000-ill-mim—Hugh Halliday ... TSS
Outdoor Canada—w-900-mim-mat—John Bennett ... TNS
Outdoor Guideposts—w-2c5"-ill—Fred Luks ... LUK
Outdoor Living—w-400—Various ... DHJ
Skies Today, The—dS-1c2"-mim—Bailey R. Frank ... BRF
Small Worlds Around Us—6tw-500-mim—Lynn M. Watkins ... RTS-KEL
Speaking Of Pets—S-650-ill-mim-tape—H. H. Miller ... GFC
Weatherwise or Otherwise—w-400-mim—Capt. E. S. Neal ... MS
Zooparade—S-350-2c4"-ill-mim-ilm—Marlin Perkins ... CWF

27—PATTERNS

American Designers—eod-w-1c6"-2c8"-ilm—Spadea Patterns ... SPS-MS
Anne Cabot Needlework—d-100-1c7"-S-200-2c6"-man-ill-ilm—Anne Cabot ... NEA-DNB
Austine LaMar Fashion Patterns—S-2c8"-mat—Austine LaMar ... GFC
Craft Patterns—S-2c7"-mat-proof-ill; or photo and proof—A. Neely Hall ... CRA
Craft Patterns—w-2c7"-mat-ill ... CRA
Dress Pattern Features—dS-1c-proof-mat-ill—Anne Adams and Marian Martin ... KFS-CP
Duchess of Windsor Patterns—sm-ill-mim-color B&W—Various ... SPS-MS
Faith Holmes Dress-Needlework Patterns—5tw-100-1c7"-man-ill-ilm—Faith Holmes ... NEA-DNB
Fashionwise and Otherwise by Inez—w-var-mim-ill—Inez (Inez Kaiser) ... FAO
International Designers—w-1c6"-2c8"-ilm—Spadea Patterns ... SPS-MS
Iris Lane Dress Patterns—dexS-100-ilm-mats ... GFC
McCall's Printed Patterns—d-1c-proof-mat-ill-S-2c-proof-mat-2 colors-ill ... CF-MIL
Mary Brooks Pickens on Sewing—w-300-3c8"-man-ill-ilm—Mary Brooks Pickens ... NEA-DNB
Martha Madison Needlework Service—dexS-100-ilm-1c-mat ... GFC
Needlecraft Pattern Features—dS-1c-proof-mat-ill—Alice Brooks, Laura Wheeler ... KFS
Parade of Homes—w-3c8-ill-glossy—Staff ... HOG
Pattern of the Week—w-var-mim ... AFP
Patterns—w-1c10"-mat—Iris Lane ... NWNS-MIL
Personalized—eod-w-1c6"-2c8"-ilm—Spadea Patterns ... SPS-MS
Prominent Designers Dress Patterns Feature—1tw-S-2c—Various Designers ... KFS
Seams to Me—tw-400-ilm-mim-ilm—Patricia Scott ... CSTDNS-CWF
Sue Burnett Dress Pattern—d-100-1c7"; S-200-2c8"-man-ill-ilm—Sue Burnett ... NEA-DNB
U-Bild-It—dS-var-man-mim-ill—Steve Ellington ... UB
U-Bild Patterns—w-var-mim-ill—Steve Ellingson ... AD
Vogue Pattern Service—w-2c7-200-ilm-mim ... RTS-KEL
Women's Pages—w-var-mim-ill ... AFP
Workshop Patterns—sw-1c-ilm-mat-100—Ruth Wyeth Spears ... RSP

28—PHOTOGRAPHY

Camera News—w-450-man-ill—Irving Desfor ... APN
"Let's Take Pictures"—w-1200-mim-ill—Norris Harkness ... HA
Paris Match—w-8x10 pt.—photos of interest—magazine ... BES-DNB-KEL
What's New In Photograhpy—w-pt-hpt-hps-ill-mim—Jerome Lee ... JRL

29—PUZZLES - QUIZZES

Anagrams—dexS-1c1½"-mim .. BES-DNB-KEL
Answer This If You Can—w-500-mim—Patrick Carr ... CSF
Around The World Contest—72 releases-2c7"-ill ... SF
A Problem a Day—dexS-mim-75-225-mim—R. J. Allen ... WLG-MS
Better English—dexS-mim-85-300-man—D. C. Williams ... WLG-MS
Big Check Puzzle Contest, The—up to 80 rel.-2c5"-mat ... SF
Boys and Girls Page—w-4,000-8c20"-21"-mat-ill—Various Authors ... NEA-DNB
Brain Budget—w-2c4"-mat-ill—Staff ... NWNS-MIL
Brain Game—6tw-mim ... KFS-RGB
Brain Twister, The—dexS-mim-70-200-man—Don Douglas ... WLG-MS
Brain Twizzlers, The—d-150-200-ill-ilm—Prof. J. D. Flint ... NNS
Cappy Dick—S-hps-pt-tps-hpt-mat—Cappy Dick ... CSTDNS-CWF
Coinword—w-100-ilm—Robert Pearsall ... GFC
Commuter's Quiz—dexS-1c4"-mat—Herb Williams ... PAC
Count the Change Game—60 releases-2c7"-ill ... SF
CP Crossword Puzzle—6tw-2c-mat ... KFS-CP-TSS
Criss Cross—6tw-1c-mat—John Manning ... KFS
Crossword—S-3c10"-mat—Maynard Nichols ... GFC
Crossword Puzzle—w-2c8-mat-C. A. Gordon ... TNS
Crossword Puzzle—w-2c6½"—Staff ... NWNS-MIL
Crossword Puzzle—w-2c-mat—Staff ... CPS
Crossword Puzzle—dexS-2c5½"-mat-ill—Staff ... NEA-DNB
Crossword Puzzle—d-2c3⅜-mat—R. A. Power ... DWL
Cross Word Puzzle—d-2c10"; S-5c12"-mat—Staff ... NHT-MIL
Crossword Puzzle—w-2c6"-mat—A. C. Gordon ... WLG-MS
Cross Word Puzzle—w-2c5"-mat-glossy proof—Bernice Paschen ... AMP
Cross-Word Puzzle—w-2c3⅜"; S-3c6"-mats ... BES-DNB-KEL
Crossword Puzzles—d-2c-mat—Staff ... APN
Crossword Puzzles—dS-2c-mat—Staff ... CTN
Crossword Puzzles—d-2c-var-mim-ill—Staff ... INT
Crossword Puzzles—d-2c; S-3c-mat ... UFS-BUF
Crossword Puzzle Contest—w-2c4"-ilm—Staff ... DNB
Crypt-A-Crossword—w-2c8-mim-ilm—Staff ... DWL
Crypt-A-Crossword—S-2c-mat .. BES-DNB-KEL
Cryptogram—dS (on mat with crossword puzzles) ... NHT-MIL
Cryptoquotes—6tw-mat—Staff ... KFS
Cryptograms—6tw-mat—Staff ... KFS
Daily Crossword—dexS-2c8"-mat—Margaret Farrar ... GFC
Dollar Dazzler—w-3"-3⅝"-mat-mim-clues ... AN-DNB-KEL
Dollars Puzzle—w-2c5½"-mat-ill—Staff ... NEA-DNB
Dot-Junior Puzzles—d-1c4½"-50-75-mim-ilm—Staff ... INT
Etiquiz—dexS-125-mim—Helen Linn ... RTS-KEL
Factographs—6tw-mat-proof ... KFS-TSS-CP
Factoquiz—6tw-mim ... KFS
Figurits—w-mim-150-man—Don Douglas ... WLG-MS
Have Fun—incl. 1 panel cartoons: Lil Mitch, Osmond, Papa and The Missus—eod&w-1c11"H-ill-mat—Lee Bryan ... AMP
How's Your I. Q.?—dexS-mim-200-1c5" ERS
Jumble—that Scrambled Word Game—dS-2c-mat ... CTN
KFS Crossword Puzzle—6tw-2c-S-3c—Eugene Sheffer ... KFS-RGB
Look and Learn—dexS-mim-115-200-man—A. C. Gordon ... WLG-MS
Package Deal, complete service—w-15 features-mat-glossy proofs ... AMP
Pathway to Success Quizz—w-hps-mim—Jane Sherrod ... BPS
Pictorial Intelligram—w-100-2c5¾"—Staff ... NEA-DNB
Premier Cross Word Puzzle—S-3c—Eugene Sheffer ... KFS
Prize Crossword Puzzle—w-2c-mat ... BES-DNB-KEL
Prizewords—w-2c-100-ill-ilm ... NEA-DNB
Prizewords—w-2c-100-ill-ilm—Staff ... EFS
Puzzle—dexS-2c4¼"-mat ... CSTDNS-CWF
Puzzle Page—S-ps-pt-mat ... KFS-RGD
Q's and A's—dexS-100-1c4¾"-man-tape-ill-ilm—Staff ... NEA-DNB
Quick Quiz—w-2c-mat—Lloyd Birmingham ... GFC
Quiz Hall—dexS-2c5"-man—Wilton E. Hall ... HPS
Quizola—w-500-mim—Patrick Carr ... CSF
Skil-Word—w-100-ilm—Robert Pearsall ... GFC
Solve-A-Crime—w-mim-350-man—A. C. Gordon ... WLG-MS
Spanish Crossword Puzzle—6tw-2c-mat—Staff ... KFS
Test Your Facts—d-man—Staff ... CTN
Test Your Horse Sense—dS-man—Dr. George W. Crane ... CTN
Test Your Vocabulary—dexS-2c-mat ... BES-DNB-KEL
Today's Message—d-S-2c-mat—Robert Pearsall ... GFC

Treasure Hunt Contest—w-400-ill ..... SF
TV Crossword Puzzle—S-2c-mat ..... MCL
TV Crosswords Puzzle—w-3c8-mat-ill—Staff ..... NEA-DNB
TV Starscramble—w-2c-mat—Leo White ..... CF-MIL
TV Teaser Crossword Puzzle—w-3c5-4c6½"-mat-ill—Staff ..... NEA-DNB
Watch Your English—6tw-200-mim—Carroll H. Jones ..... RTS-KEL
What's Your Sports Score—dexS-100-1c3"-mim-mat—Fred Lukens ..... ERS
Weekly Crossword Puzzle—w-2c8"-mat—Staff ..... NEA-DNB
What Do You Know—6tw-mim—Dr. Sabina Connolly ..... KFS-RGB
What's Your Name?—d-1c4"-mat—Ken Gray ..... NNS
What's Your Sports Score—dexS-100 1c3-mim—Fred Lukens ..... ERS
Who Knows? The Answers—w-1c6"-man—Lillian Hughes ..... EC-MS
Word Game—dexS-1c3"-mim BES-DNB-KEL
Words, Wit & Wisdom—dexS-350-400-mim—William Morris BES-DNB-KEL
Young Folks—Boys and Girls Page—W-4000-ps20"-21"-mat-ill—Various Authors ..... NEA-DNB
Young Hobby Club—dexS-250-1c3-ill-mim-ilm—Cappy Dick ..... CSTDNS-CWF
Zingo Contest—w-400-ill ..... SF

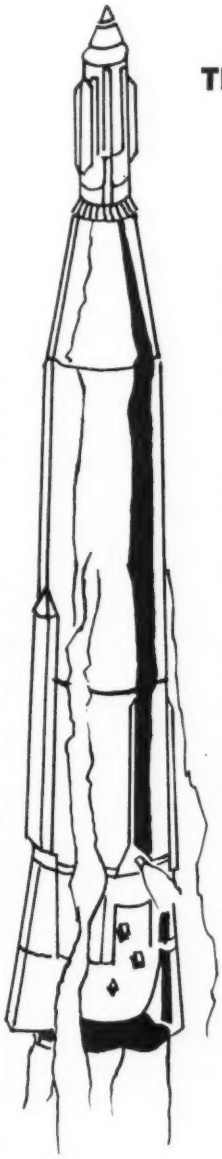
30—RADIO AND TELEVISION

A Visit to the Stars—w-6 exclusive & intimate candid photos of TV, Screen & Stage personalities—glossy-8x10—Staff ..... WIP
Barney Glazer From Hollywood—w-400-mim—Barney Glazer ..... TCN
Broadwayfarer (Motion Pictures)—sw-hps—Jerry Lee ..... JRL
Celebrity Corner—5tw-2c20"-man—Harold Latham ..... NJP
Channel Chuckles—6tw-1c3¾"-ilm—S-hps-tps-pt-mat—Bill Keane ..... RTS-KEL
Crosby Column—4tw-700-mim-tape—John Crosby ..... NHT-MIL
Dateline: Hollywood—dexSat-600-mim—Mike Connelly ..... CSTDNS-CWF
Hollywood—6tw-400-wire-(for morning papers)—Joe Finnigan ..... UPI
Hollywood Chuckles—w or dexS-at-300-w-50d-mim—Pete Watson ..... GHF
Hollywood—6tw-400-wire-(for afternoon papers)—Vernon Scott ..... UPI
Hollywood—Movies—TV-Radio—dexS-500-600-2c-21"-man-tape-ill-ilm—Erskine Johnson ..... NEA-DNB
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
Inside TV—dexS-350-mim—Eve Starr GFC
Kleiner TV Notebook—w-450-550-4c6½"-man-tape-ill-ilm—Dick Kleiner .... NEA-DNB
Las Vegas Limelight—1c—Barney Glazer ..... TCN
Lookin' 'n' Listenin'—w-500-mim—Ann Wardell Saunders ..... SE
Out Of This ShoWorld—dS-400-mim—Barney Glazer ..... TCN
Point of View—3tw-400-min—Donald Freeman ..... CNS
Radio Everyday—dS-var-man—Frances M. Knox ..... DIC
Radio News Bulletin—d-var-on AFP Wire ..... AFP
Radio-Television Week—w-700-man-on AP wire—Cynthia Lowry ..... AP
Radio-TV—dexS-var-by-wire-mim-man—Jack O'Brian ..... HHS
Radio-TV Day by Day—d ex Sat.-500-man—Cynthia Lowry ..... APN
Radio-TV Gag Bag—S-man—Larry Wolters ..... CTN
Radio-TV Picture Service—w-ill-mat-mim—Globe Photos, Inc. ..... TMS-TNS
Show Biz—Color Cartoon—w-2c4½"-mat—Flash Fairfield ..... NEA-DNB
Show Time—Color TV Service—tab magazine cover—1200-w-ill-ilm ..... NEA-DNB
Shows To Watch (Television)—w-var-mim—Hal Humphrey ..... TMS-TNS
TeeVee Corner—w-1c8-mat—Staff ..... NWNS-MIL
Television Candid Service—w-var-man-mat-ill ..... GP-MES-BUF
Televison in Review—dexS-500-wire-(for afternoon papers)—Rick DuBrow ..... UPI
Television Star of the Week—w-7x5-color transparency-6x8¼"-color mats-covers ..... GIL
TV-Candids—w-500-proof—Terrence O'Flaherty ..... CHR
TV Celebrity Calendar—S-2c5½"-mat-ill ..... HTP
Television Week—S-750-by wire—Cynthia Lowry ..... APN
TV Featurettes—w-500-600-man-ill-ilm—Erskine Johnson ..... NEA-DNB
TV—From a Woman's Viewpoint—w-2-8-mim—Marcia Michels ..... AMF
TV from Hollywood—S-var-by wire-mim-man—Charles Denton ..... HHS
TV Key Features, Mailbag, Previews—d-ill-mim—Stephen H. Scheuer & Staff ..... KFS
TV Laffs—d-1c-mat—Cliff Rogerson ..... NCL
TV Micro Funnies—d-1c3¼"-ill-ilm—Geo. Lamont ..... NEA-DNB
TV Movies of Week—w-ps-man-ilm—Frances M. Knox ..... DIC
TV Notes—w-250-mim—Staff ..... UPI
TV Personality Stories—w-800-900-mim-photo print—Margaret McManus ..... BES-DNB-KEL
TV Previews—d-S-300-mim—Alan Gill & Staff ..... NHT-MIL
TV Preview for Next Week—w-500-600-man ..... NEA-DNB
TV Radio—S-man—Ben Gross ..... CTN
TV-Radio—3tw-500-wire-(for morning papers)—Jack Gaver ..... UPI
TV-Radio Review—tw-man—Larry Wolters ..... CTN
TV-Radio Today—5tw-600-mim—Alan Gill ..... NHT-MIL
TV Scout—television-preview service—d-500-600-man ..... NEA-DNB
TV Time—dS-mim-var-Q & A-mim-1c-2c-ilm-movie review, catalog, previews, etc—Staff ..... MCL-KEL-MIL
TV Today and Tomorrow—w-½ col.-man or tape—Ralph Hardester ..... EC-MS
Video—Everyweek—w-4 or 8 pts-mim-ilm—Frances M. Knox ..... DIC
Video—Everyday—dS-var-man—Frances M. Knox ..... DIC
View—w-tut-man-ilm—Frances M. Knox ..... DIC
Viewing TV—tw-350-mim—Hal Humphrey ..... TMS-TNS
World of Television—w-2c6½-man—Edward H. Sims ..... EC-MS

31—RELIGION

A Lift For Living—S-500-mim-tape—Dr. Ralph W. Sockman ..... GFC
Altar Stairs—dS-2c4½"-man—Dr. John Marvin Rast ..... HPS
A Minister's Casebook—w-750-man—Rev. Charles Howard Graf ..... GHS
Between Ourselves—w-750-man—Dr. Archer Wallace ..... RGB
Bible, Can You Quote It?, The—d-150, S-250-mim—Lavina Ross Fowler ..... NNS
Bible Comment—w-350-1c10"-mat-tape—Rev. Dr. William E. Gilroy ..... DNB
Bible Crossword Puzzle—w-2c-mat ..... KFS
Bible Speaks, The—w-1c20"-mat-ill—Dr. Kenneth Foreman ..... CPS
Bible Verse—Answers to Study—w-1c2½"-man—Bible Verse Staff ..... EC-MS
Bread of Life—d-123-mim-tape—Rev. A. Purnell Bailey ..... GFC
Children of the Bible—dS-2c10"-mat-ill Sam Patrick and Omar Garrison....TMS-TNS
Confident Living—w-650-mim-tape—Dr. Norman Vincent Peale ..... HLS-CWF
Country Parson, The—6tw-1c3"-ilm—Frank Clark and Wally Falk .... RTS-KEL
Daily News Reports, Domestic and Foreign—dexS-at 12,500-var-mim—Staff ..... RNS
Days and Customs of All Faiths—w-var-mim-tape—Dr. Howard V. Harper ..... GFC
Family Fortress—3tw-mim—Father Patrick Peyton ..... KFS
Feature Stories—sea-hpt-tpt-mim-ill—Experts in their fields ..... WUP
Finding The Way—Religious Column—w-350-1c10-tape-mat—Ralph W. Loew, D.D. ..... NEA-DNB
Historic Churches in America—w-200-300-1c2¾"-2c2¾"-2c8½"-3c5½"-5c7"-mim-ill-ilm ..... FAF
Jack Hamm Religious Drawings—Sat. & S-2c-3c-mat ..... AMP-MCN
Jerusalem Journal—w-300-mim—Bill Potter ..... MSF
Jesus Loved Them—dS-2c10"-mat-ill—Sam Patrick and Omar Garrison ..... TMS-TNS
Jewish Quiz Box—w-400-mim—Rabbi Samuel Fox ..... JTA
Jonathon—w-4c2¼"-mat-glossy proof—Veleri ..... VP
Lenten Guideposts—d-1200-man—Various Authors ..... RTS-KEL
Light on Life's Path—dexS-1c6"-mat—Roy Carley ..... CF-MIL
Lines On Life—w-500-mim—Rabbi Rosenberg ..... TSS
Living Faith—d-man—Harold Blake Walker ..... CTN
Looking Up At Life—w-man—Harold Blake Walker ..... CTN
Meditation for Lent—an-series-450-600-2c10-man—Religious Authority .... NEA-DNB
Memo To Caesar—Lenten Series—40 Articles—dexS-275-man-mim—Ken Woodman ..... HPS
My Answer—d-1c-man—Billy Graham .... CTN
My Faith Today—S-1c7"-600-mim—Lewis Breyer ..... WP
Our Faith—w-3c6½"-mat—Carl Pfeufer ..... EJ

DRIFT MARLO



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Our Religions—w-500-mim—
Dr. Carlyle Adams ..... RTS-KEL
Personality Spotlight—5tw-var-by wire-
mim-man—Staff ..... HHS
Prayer for Today—dexS-50-60-man—
Various Authors ..... NCRF
"Quem Quaeritis?" (Whom Do We Seek?)—
3tw-700—Frederic Bell ..... FB
Religion in Review—w-1,000-mim—
Staff ..... RNS
Religion in the News—w-150-by wire—
Jules Loh ..... APN
Religion Today—w-500-by wire—
George Cornell ..... AP-APN
Religious Drawings—w-2c5"-3c6"-
mat-glossy proofs—Jack Hamm ..... AMP
Religious Press Newsletter—
sm-w-2500-hpt-mim ..... WRP
Religious Remarkables—w-2c7"-mat-ill
Staff ..... RNS
Religious (Church) Series—w-3c-4c-5c-
mat—J. C. Coleman ..... COL
Religious Service—d-var-min-on AFP
wire ..... AFP
Roy L. Smith Weekly Bible Lesson—w-750-
mat-man—Dr. Roy L. Smith ..... NCRF
Sentence Sermonettes—Bible Thought
For Today—dS-var-man—Rev. James
De Forest Murch, D.D. ..... PRB
Sharing Our Treasure—w-650-mim-ill—
Rev. John A. O'Brien ..... NCWC
Shepherd, The—dS-70-mim—
Julian C. Hyer ..... CF-MIL
60 Second Sermons—dexS-200 words-mim
—Fred Dodge ..... MM
Spires Of The Spirit—w-600-mim—Rev.
Frederick Brown Harris ..... DNB-KEL
Strength For Today—dexS-250-mim—
Dr. Earl L. Douglass ..... CF-MIL
Sunday School Lesson—S-750-mim—
Dr. Earl L. Douglass ..... CF-MIL
Sunday School Lesson—w-400-man—
Lincoln Lee (Pen Name)
Ronald Hill ..... REL
Sunday's Sermon—w-1c6"-mat-ill—
Rev. Robert Harper ..... NWNS-MIL
Support the Church—w-3c9"-4c11"-
5c13½"-mat-ill ..... KEA
The Day Christ Died—27 instal-mim-ill—
Jim Bishop ..... KFS
The Power of Faith—w-2c3"-mat—
Woodi Ishmael ..... APN
Thoughts—w-3c6 1/16"-mat—
C. Pfeufer ..... EJ
Thoughts—Bible Classics Quotations—
dS-50-75-1c2"-man-tape ..... NEA-DNB
Three Minutes A Day—dS-150-man—
James Keller ..... MCN
Truth for Today: Let's Ask The Bible—
d-400-mim—A. G. Van Campen ..... GS
Turning Point—w-500-mim—
Max Christensen ..... CHRI
TV Personalities—d-300-man-ill-ilm—
Don Royal ..... NEA-DNB
Week in Religion—w-900-var-mim .....RNS
Weekly Bible Comment—w-450-2c7"-
man ..... NEA-DNB
Weekly Meditation—w-150-mim—
Colin Douglas ..... WLG-MS
Weekly Sunday School Lesson and Bible
Strip—w-mat—Alfred Buescher and
N. Speer Jones ..... KFS-CP-TSS
What Life Has Taught Me—w-hps-mim—
Kurt Singer ..... BPS

32—RESEARCH—POLLS—SURVEYS

Almanac—7tw-wire—Staff ..... UPI
Editorial Research—Daily Service—
5tw-mim-600—Richard Spong ..... EDR
Editorial Research Reminder Service—
w-mim-2000—Richard Spong ..... EDR
Editorial Research Weekly Report—
w-6000—Staff Members ..... EDR
Gallup Poll—Public Opinion News Service
—tw-var-man—George H.
Gallup ..... PUB-CWF
"Hi-Fi Equipment"—dS-400-mim—
Barney Glazer ..... TCN
"Hi-Fi Fill-In"—dS-400-mim—
Barney Glazer ..... TCN
If Your Name Is...(Fun with first
names)—d-w-470-man-mim—Ann
Reynolds, Ph.D. ..... RFS
Local Affairs Service—d-600-man—Staff....GS
Mirror of Your Mind—d-3c-mat; S-pt-mat
—Joseph Whitney ..... KFS-TSS
Public's Opinion, The—w-500-mim—
John Kraft ..... NNS
Samuel Lubell Series—Public Opinion—
sea-var-mim—Samuel Lubell ..... UFS-BUF
Science of Dreams, The—12 install-
ments-mim—Edwin Diamond ..... DDS
Washington Capital News Service—6tw .... UPI
What America Thinks—w-300-mim—
Jack Boyle ..... MCL-MIL-KEL
You Can't Count on Dying—dS-10
installments-mim—Natalie
Harris Cabot ..... DDS

33—SCIENCE

Experiment With Me—w-500-mim—
Patrick Carr, Bill Danley ..... CSF
Feature Packet—w-2000-mim-ill-ilm—
Staff ..... SCS
Features Stories—sea-hpt-tpt-mim-ill—
Experts in their fields ..... WUP
For Peace and Health—w-2c500-mat
—Beatrice Katz, M.D. ..... BPF
Foreign News Service—w-500-800-offset-
mim—English, French, Spanish &
Portuguese—Staff, Correspondents
& Outside Contributors ..... FNS
Frontiers of Science—5tw-4c2½"-5c3"-
ill-mat—Andrea Bresciani, Robert
Raymond & Stuart Butler, Ph.D...TMS-TNS
Graphic Science Features—occ-1c5"-
ill-ilm ..... NEA-DNB
"Hi-Fi Equipment"—dS-400-mim—
Barney Glazer ..... TCN
"Hi-Fi Fill-In"—dS-400-mim—
Barney Glazer ..... TCN
How Does It Work?—w-3c4 1/16"-mat—
A. F. van Hall, J. A. van Dijk ..... DWL
Know How!—w-1c2¼"-ilm—
W. Geldof ..... DWL
Know The Weather—d-w-1c6"-man-tape
—Edward H. Sims ..... EC-MS
Long Range Weather Forecast—sm-400-
mim—Staff ..... SCS
Map of the Stars—m-4c10⅜"-ilm-
mim—James Stokley ..... SCS
March of Science—S-800-by wire—
Alton Blakeslee ..... APN
National Science Fair—w (school year)-
mim-var-ilm—Staff ..... SCS
Nature Ramblings—w-500-ill-photoprint-
mim—Staff ..... SCS
New Ideas and Gadgets—w-800-ill-ilm-
mim-photoprint—Staff ..... SCS
Our New Age—dexS-1c5⅝"-mat—
Athelstan Spilhaus &
Eugene Felton ..... HLS-CWF
Our New Age—dexS-1c5⅝"-mat—
Athelstan Spilhaus and
Ray Evans ..... HLS-CWF
Our Space Age—d-2c-mat—
Otto S. Binder ..... MCL
Patents of the Week—w-700-mim—
Staff ..... SCS
Profiles in Science—w-2c10"-mat-ill—
Sam Patrick, George Getze ..... TMS-TNS
Science—w—Mary Jane Bergen ..... EPS
Science and Medicine—Bryant Evans .... CNS
Science Articles—5tw-600-700-mim—
Thomas R. Henry ..... NANA
Science at Work—w-500-wire—
John Barbour ..... APN
Science Column—2tw-1000-mim ..... AFP
Science Feature—eod-mim—
Leonard Bertin ..... TSS
Science For You—S-100-2"x4½"-mim-
mat—Bob Brown ..... GFC
Science Feature Story—w-1000-ill-mim-
photoprint—Staff ..... SCS
Science Forecast—an-mim-ill—
Watson Davis ..... SCS
Science News—2tw-450-mim—
Bryant Evans ..... CNS
Science Newsfeatures—w-ill by wire—
Frank Carey, Alton Blakeslee and
John Barbour ..... APN
Science News Report—5tw-2000-mim—
Staff ..... SCS
Science of Dreams, The—12 install-
ments-mim—Edwin Diamond ..... DDS
Science Photographs—Fremont Davis .... SCS
Science Review of Year—an-mim-ill—
Staff ..... SCS
Science Shorts—d-120-mim—Staff ..... SCS
Science Today—w-800-mim—
James A. Coleman ..... ALB
Science Wire Reports—dexS-by wire-800
—Staff ..... SCS
Scientists—Science Strip—w-4c2¼"-ill-
ilm ..... NEA-DNB
Skies Today, The—dS-1c2"-mim—
Bailey R. Frank ..... BRF
Space, I. Q.—dexS-500-mim—
William Weiser ..... CF-MIL
Stars Above—w-200-mim-ilm—
Sherman Walker ..... TMS-TNS
Teen-Age Surveys—w-600-800-min ..... WNS
Television Star of The Week—w-7x5-
Color Film Transparency ..... GIL
Today's Science—1tw-3tw-1c10"-600-mim
—Prof. Geo. A. Boyd ..... DNS
True Tales of Science and History—w-500-
mim—Ruth Twigg ..... CSF
What Life Has Taught Me—w-hps-mim
—Kurt Singer ..... BPS
Wire By Mail Service—dexS-600-mim—
Staff ..... SCS
Wonders of Nature—w-3c3¾"-mat—
Dr. A. A. Manten ..... DWL
Wonders of the Universe—w-1000-mim-
ilm-tape—Dr. I. M. Levitt ..... GFC
World of Flowers, The—w-B&W 4 colors-
pt-ilm—Eugene T. Du Pont ..... SPS-MS
Your Name—The Mystery & Magic
Behind It—d-500-mim ..... EWF

34—SERIALS

Astrology And You—14 instl.-man-ill-tape
—Carroll Righter ..... GFC
Bestseller—w-hps-mim or book form—
Various Authors ..... BPS
Cartoon Books—w-book form—
Various Authors ..... BPS
Charlotte's Web—ilm—E. B. White....SPS-MS
Conquering Your Allergy—14 instl.-series-
man-tape—Buen Swinny, M.D. ..... GFC
Conquest of the Moon—6 install-mim—
Dr. I. M. Levitt ..... GFC
Fiction—dexS-man-ill-ilm-tape—
Various Authors ..... NEA-DNB
Fiction—dexS-36 chapters-42,000-mim-
ill-ilm—Anne Allison and
Rob Eden ..... RTS-KEL
First and Second Serial Rights—fiction and
features-book condensations-fillers ..... DDS
Foreign Strips (panels)—w-varies-mat—
Various ..... BPS
Gripping-Enthralling-Dramatic Series—
pkge. 6 to 12-1000-mim-ilm—
Outstanding Authors & Writers .... CF-MIL
I Was Jacqueline Kennedy's Dressmaker—
20 install-mim ..... GFC
Legacy of Hiroshima, The—12
installments-mim—Edward
Teller, Allen Brown ..... DDS
Lenten Guideposts—d-1200-man—
Various Authors ..... RTS-KEL
Make People Like You—Book serialization-
18 installments-1c20"-ilm-printed
proofs—Lelord Kordel ..... SPE
Marrying Americans, The—dS-6
installments-tear sheets—
Hesketh Pearson ..... DDS
My Thirty Years Backstairs At The White
House—20 install-mim—Parks &
Leighton ..... GFC
Mystery Novelette—w-mim-ilm .....KFS-RGB
Ripley, The Modern Marco Polo—12
installments-mim—Bob Considine ..... DDS
Serial Fiction—mat-proof ..... KFS
Serial Fiction—6tw-mat-proof ..... CP
Serial Stories—dexS-man-tape-ill-ilm—
Various Authors ..... NEA-DNB
Serial Rights (1st and 2nd)—fiction and
features—book condensations—fillers—
original short stories ..... DDS
Since You Ask Me—12 installments-1200-
mim—Ann Landers ..... CSTDNS-CWF
Sports Serials (British and American
sports and non-fiction and
instruction books) ..... JL
The Snake Has All The Lines—dS-12
installments-mim—Jean Kerr ..... DDS
Two-Week Novelette Service—d-1500 .... LANF
Who Killed Society—15 installments-2000-
mim—Cleveland Amory ..... CSTDNS-CWF

35—SHORT STORIES

Broadwayfarer Stage & Books—w-tps—
Jerry Lee ..... JRL
Feature Stories—sea-hpt-tpt-mim-ill—
Experts in their fields ..... WUP
First and Second Serial Rights—fiction and
features-book condensations-fillers .... DDS
Graveyard Tales—w-1000-mim—
Patrick Carr ..... CSF
Inside Stuff, Records, Jocks, Jukes and
Discs—w-tps—Jerry Lee ..... JRL
Mr. Sandman Tales—w-1000-mim—
Patrick Carr, Bill Heyduck ..... CSF
Short Stories—w-250-mim ..... AFP
Short Stories—w-4c5"-man; S-ps-pt-haps—
Frank Del-Witt ..... HT
Short Stories (original)—fillers—book
condensations—fiction and features—
1st and 2nd serial rights ..... DDS
Short Short Stories—w-1500-man-
ilm ..... RTS-KEL
Short Story—d-man—
Well Known Authors ..... CTN
True Treasure Tales—w-750-d-1000-mim
—Patrick Carr ..... CSF

36—SPECIAL PAGES

A Home To Live In—w-2c5"-2c7"-mat-
ill-ptd copy ..... SHP
Antiques and Attic-ulation—w-4c5"-man;
S-ps-pt-hps—Katherine Schilling ..... HT
Back to School—an-16 pt SS-mat—
Various ..... APN
Believe It or Not—d-2c-3c; S-hps-4c-tps-
mat ..... KFS-TSS
Brides—an-16 pt-mat—Various ..... APN
Bulletin News Mats—6tw-mat—Staff .... KFS
Christmas—an-16 pt-mat—Various ..... APN
Christmas Gift Section—an-pt-man-tape-
ill-mat ..... NEA-DNB
Christmas In Canada—an-var-mim-
mat-ill ..... TNS
Christmas Shopping Features—an-ps-
tape-man-ill-ilm—Staff ..... NEA-DNB
Christmas Supplement—an-12,000-mim-
ill—Various ..... NCWC
Color-Pictures and Illustrations—
w-ill-ilm ..... NEA-DNB
Coloring Contest (Bugs Bunny)—an-200-
2c7"-3c7¾"-man-ill-ilm ..... NEA-DNB
Coloring Contest (Christmas)—an-300-
2c5"-3c6"-man-ill-ilm ..... NEA-DNB
CP Condensed Weekly News and Feature
Service—w-mat ..... KFS-CP-TSS
Craft Patterns—w-2c7"-mat-ill ..... CRA
Easter Supplement—an-10,000-mim-ill—
Various ..... NCWC
Feature Pictures—d-1c-2c-3c-4c-
Mat ..... NEA-DNB
Foreign News Service—w-500-800-offset-
mim-English, French, Spanish &
Portuguese—Staff, Correspondents &
Outside Contributors ..... FNS
From Germany—w-600-mim—
Margaret Anderson ..... WNS
From Japan—w-600-mim—
Sumiko Kanmuri ..... WNS
Full 6-Column Page Mat of Weekly
Features—w-6c19"-mat ..... AMP
Full 5-Column Tabloid Page Mat of
Weekly Features—w-5c15"-mat ..... AMP
Hobby Hoarse Tales—w-4c5"-man; S-ps-
pt-hps—Frank Del-Witt ..... HT
Holiday Color—Easter-July 4-Thanksgiving-
Christmas—sea-5c-ps-man-mat-ill—
Staff ..... NEA-DNB
Holiday Preparedness—sea-250-300-man-
ill-ilm—Staff ..... NEA-DNB
Home Ideas—w-ps-man-ill-ilm ..... NEA-DNB
Home Section—an-ps-man-ill-mat .... NEA-DNB
Homes—an-16 pt Ss.-mat—Various ..... APN
I Beg to Differ—w-600-mim ..... WNS
Justice Stories—S-ill-ilm—
Ruth Reynolds ..... CTN
Lively Living—S-500-mim-ill—
Reba and Bonnie Churchill ..... NNS
Magazine Pages—S-ill-ilm—Staff ..... CTN
Mr. & Mrs. George Spevlin, Americans—
S-mim—Westbrook Pegler ..... KFS
News Pictures—Telephoto—Spot News—
d-1c-2c-3c-mat ..... NEA-DNB
Nighthawk Newsmats—6tw-mat .....KFS-TSS
Old and New-mismatics!—w-4c5"-man;
S-ps-pt-hps—Katherine Schilling ..... HT
Outdoor Living Features—an-ps-pt-man-
ill-ilm-tape-mat ..... DNB
Outdoor Living Section—an-ps-man-
ill-ilm ..... NEA-DNB
Pacific Coast News Mats—6tw-mat—
Staff ..... KFS
Pictorial Feature Page—w-1c-2c-3c-mat—
Staff ..... NEA-DNB
Pictorial Page (general)—6tw-ps-mat—
Staff ..... KFS
Picture News Page—d-news and feature-
1c-2c-3c-ps-mat ..... NEA-DNB
Picture Review of the Year—an-p-hps-mat-
ill—Staff ..... NEA-DNB
Picture Show—w-ps-mat—Staff ..... APN
Pictures of the Week—w-ilm ..... CWF
Public's Opinion, The—w-500-mim—
John Kraft ..... NNS
Putting My Knows to the Grindstone:—
w-4c5"-man; S-ps-pt-hps—
Frank DelWitt ..... HT
Quarter Page Mat of Four Comic Strips—
w-4c9½"-mat ..... AMP
Red World, The—w-500-mim—
Mark Gayn ..... NNS
Review of The Year—an-ps-hps-man-mat-
ill—Staff ..... NEA-DNB
Ribsplitters, Odd Divorces—w or d ex Sat.-
300-w-50d-mim—John Milton Hagen GHF
School Supplement—an-10,000-mim-ill—
Various ..... NCWC
Science and Medicine—Bryant Evans .... CNS
Scott's Scrapbook—6tw-2c-3c-mat...
R. J. Scott ..... KFS-CP-TSS
Senior Forum—5tw-D-350-mim-tape—
Paul Hightower ..... GFC
Six Column Half Page of Weekly Features
—w-6c9½"-mat ..... AMP
Sketches—d-1c-75-mim-tape—
Ben Burroughs ..... GFC
Sparks of Wisdom—dexS-mim-60-75-man—
Cedric Simms ..... WLG-MS
Special Supplement Features—6tw-ps-pt-
tape-man-ill-ilm ..... NEA-DNB
Spot News Mats—6tw-mat ..... KFS
Tabloid Magazine Pages—S-mat-pt ..... RGB
"The Shrewd Nude" or other dark verse—
dex Sat-25-50-mim—
John Milton Hagen ..... GHF
U-Bild-It—dS-var-man-mim-ill—
Steve Ellingson ..... UB
U-Bild Enterprises—dS-var-man-mim-ill—
Steve Ellingson ..... DF
Under Twenty—w-8 separate cols-500-
mim—Kurt Larson and others ..... CF-MIL
Vintage Years, The—w-4c (separate)-500-
mim—R. O. Beckman ..... CF-MIL
Weekly Picture Page—w-news & features-
1c-2c-3c-ill-ilm ..... NEA-DNB
Women's Page News—d-700-mim-ill .... WNS
WPS Weekend Packet—w-mim—
Signed background, analysis, color
from overseas ..... WW
Year End News Review—an-ps-ill—Staff APN
Year End Reviews—an-p-hps-man-mat-ill-
ilm—Staff ..... NEA-DNB
Year End Sports Review—an-var-ill—
Staff ..... APN

37—SPORTS—OUTDOORS—BOATING

Afield and Afloat—1c3"-mat—
Hank Andrews ..... AF
Afloat and Ashore—w-500-mim-ilm—
Robert Finlayson ..... TNS
Ask Me—dS-100-mim—
Chuck Reichblum ..... CR
Baseball's Greatest Managers—dS-6
installments-tear sheets—Edwin
Pope ..... DDS
Baseball's Immortal Madcaps—20 articles-
800-ill-ilm—Harry Jones and
Fred Reinert ..... AF
Baseball Play-by-Play Wire—d-sea-man .... AF
Baseball Series—sea-300-500-man-
ill-ilm ..... NEA-DNB

Baseball Statistics—tw-on-extension of AP Sports wire—w-on ext. teletypesetter Sport wire ..... AP
Basketball Prophecy & Ratings—w-2c5-var-mim—Mort Olshan ..... MOS
Basketball Series—sea-300-500-man-ill-ilm ..... NEA-DNB
Better Bowling—w-sea-60-1c4"-ill-ilm—Authorities ..... NEA-DNB
Better Five Pin Bowling—3tw-sea-ilm-mim—Joe D'Orazio ..... TSS
Better Golf—w-sea-60-1c4"-ill-ilm—Authorities ..... NEA-DNB
Between You 'n Me—w-550-2c11"-man-ill-ilm—Murray Alderman ..... NEA-DNB
Bike Bits—sw-var-man-mim—Henry E. Isola ..... ISN
Boating—w-500-mim—Jack Woliston ..... UPI
Boom in Golf, Football & Baseball, The—w-tps-hpt-ill-mim—Al Roes ..... JRL
Bosun's Whistle—Henry E. Isola ..... ISN
Bowling Clinic, The—d-200-ill-ilm—Billy Sixty ..... NNS
Bowling Series—sea-300-500-man-ill-ilm ..... NEA-DNB
Bowling Tips—d-1c-65-ilm—Don Carter & Marion Ladewig ..... NNS
Cage Power Ratings—College Basketball Ratings & Predictions—w-var-mim—Mort Schwartz ..... FF
Celebrity Corner—stw-2c20-man—Harold Latham ..... NJP
Comment on Sports—w-1c15"-man-tape—Edward H. Sims ..... EC-MS
CP Sports Mats—6tw-mat ..... KFS-TSS-CP
CP Sports Pictorial Page—w-p-mat ..... CP
Curling Cues—w-sea-ill-mat-mim—Matt Baldwin ..... TSS
Dick Dunkel's College Basketball Ratings—sw-var-mat ..... DSR
Dick Dunkel's College Football Ratings—sw-var-mat ..... DSR
Enjoy Skiing—5tw-sea-350-proof—Anne Heggtveit ..... TNS
Fan Fare—d-3c-1c6½": S-tps-hpt-3c mat—Walt Ditzen ..... NNS
Fearless Spectator—w-400-500-proof—Charles McCabe ..... CHR
Football Prophecy & Ratings—w-2c5"-var-mim—Mort Olshan ..... MOS
Football Series—sea-300-500-ill-ilm—Harry Grayson, Murray Olderman NEA-DNB
Frank Graham Sports—6tw-proof—Frank Graham ..... KFS
Fur, Fun and Campfire—3tw-mat-proofs—Staff ..... KFS-CP
Golf Is My Game—dS-12 installments-mim—Bobby Jones ..... DDS
Golf—School—d-200-ill-ilm—Sam Snead ..... NNS
Golf Series—sea-250-300-mim-ill-ilm—Authorities ..... NEA-DNB
Grid Power Ratings—College Football ratings & predictions—w-var-mim—Mort Schwartz ..... FF
Heave Anchor—sw-2-5"-ilm—Capt. John ..... JOF
Hockey Hints—3tw-ill-mim-sea—Lloyd Percival ..... TSS
Hockey Scrapbook—tw-300-mim-ill—Frank Mahovlich ..... TNS
Hunting and Fishing—sea-150-300-1c6-12-man—Authorities ..... NEA-DNB
Improve Your Game—5tw-1c-mat—Irving Marsh & Gard Tyrell ..... NHT
In the Wake of the News—ds-man—Dave Condon ..... CTN
Jack Murphy on Sports—tw-700-mim—Jack Murphy ..... CNS
Jackie Robinson Says—w-500-mim—Jackie Robinson ..... VIP
Jews In Sports—fn-800-mim—Harold U. Ribalow ..... JTA
Jimmy Cannon Says—d-1000-mim-tape—Jimmy Cannon ..... HLS-CWF
Ken Watson on Curling—w-600-mim—Ken Watson ..... TNS
Little Leaguers—sea-2c, 3c-500-c 600-c man-ill-ilm ..... NEA-DNB
Looking Back In Sports—w-2c-mat—Lenny Hollreiser ..... CTN
Mark Trail's Outdoor Tips—panel-1c5¼"-mat—Ed Dodd ..... HLS-CWF
Maybe I'll Pitch Forever—12 installments-mim—Satchel Paige ..... DDS
Morrison Golf Articles—3tw-mat—Alex J. Morrison ..... KFS-CP
Murray Column—6tw-350-mim—Jim Murray ..... TMS-TNS
Nautical Notebook—w-200-mim-ill—Fay Wells ..... NHT
News Charts—1c-2c-3c-mat ..... NEA-DNB
Now Hear This—Henry E. Isola ..... ISN
Old Scout, The—dS-2c7"-600-man-mim—Herb Goren ..... JL
One Minute Sports Quiz—w-1c3-man—Edward H. Sims ..... EC-MS
Open Season—dexS-2c2¾"-mat—Clyde Lamb ..... RTS-KEL
Outdoor Canada—w-900-mim-mat—John Bennett ..... TNS
Outdoor Guideposts—w-2c5"-ill—Fred Luks ..... LUK
Outdoor Living—w-400-Various ..... DHJ
Outdoorsman—w-var-man—Perk Angwin DIC
Palmer Method, The—3tw-200-mat; S-2c-200 mim-ilm—Arnold Palmer ..... NNS
Parker Sports Column—6tw-proof-mim—Dan Parker ..... KFS
Pedaling Profile—sm-var-man-mim—Henry E. Isola ..... ISN
Pier-Oddities—w-5c3"; 3tw-2c4"-mat-ill—John Pierettl ..... JL
Pigskin Pointers—3tw-400-mim—Jackie Parker ..... TNS
Play Better Golf—3tw-2c-ill-ilm—Tommy Armour ..... CTN
Power and Sail—S-600-ilm—Bill Robinson ..... GFC
Power Golf—dS-ill-mat—Ben Hogan ..... DNB-KEL
Powerhouse—Sports—5-tw-man—Jimmy Powers ..... CTN
Race Chart Wire—6tw ..... AP
Race Results Wire—6tw ..... AP
Racing Form Concensus Selections—d-wired ..... CTN
Racing Photographs with News Captions—Ralph Morgan ..... RMN
Referee—Basketball and Football Q's and A's—sea-5tw-100-5" ..... NEA-DNB
Rx for Your Golf—d-1c-ilm—Dr. Cary Middlecoff ..... NNS
Safe-?-Out—w-2c5"-ill—Various Photographers ..... AF
Skate Shavings—Henry E. Isola ..... ISN
Scoreboard, The—dexS-500-man-tape—Harry Grayson ..... NEA-DNB
Soccer Shots—3tw-500-2c7½"-man-ill—Milt Miller ..... SA
Solunar Tables—w-500-mim-ilm—John Alden Knight ..... RTS-KEL
Speaking of Boats—w-150-mim-plus readers questions—Ken Whitteker ..... BOF
Sports Hilights—w-var-man-mim—Henry E. Isola ..... ISN
Sports Newsfeatures—Henry E. Isola ..... ISN
Sports Patrol (for morning papers)—6tw-400-man—Steve Snider ..... UPI
Sports Puzzler—dS-50-mim—Chuck Reichblum ..... CR
Sport Scene—3tw-2c7"-man-mim—Lee James ..... JL
Sport Shelf—w-1c6"-man-mim—Jeff Lee JL
Sports Before Your Eyes—d-or-w—Harry S. Donen ..... DHS
Sports Cartoon—tw-2c6, 3c16-ill-ilm—Murray Olderman ..... NEA-DNB
Sports Cartoons—6tw-2c-mat—Alan Maver ..... KFS-CP-TSS
Sports Cartoons—1c2½"-2c4"-mat-ill—British Artists ..... JL
Sports Column—3tw—Jack Murphy ..... CNS
Sports Column—5tw-600-mim—Milton Gross ..... NANA
Sports Column—dexS-650-man—Joe Williams ..... UFS-BUF
Sports Corner—w-2c4"-mat-ill—Staff ..... NWNS-MIL
Sports Exclusive—S-800-mim-Marty Linehan ..... DNB-KEL
Sports, Fillers—w-1c-ptd copy datelined and headed ..... STF
Sports Grill—dexS-var-man-by wire—Pat Robinson ..... HHS
Sports Illustrations—tw-2c6"-3c6"-ill-ilm—Murray Olderman ..... NEA-DNB
Sports Today—5tw-mim—Jimmy Cannon ..... KFS
Sportsman's Digest—dexS-1c4"-mat—Hal Sharpe ..... GFC
Sports Newsfeatures—w-ill-ilm—Staff ..... APN
Sports Newspictures—d-1c-2c-3c-mat ..... NEA-DNB
Sports on Stamps—w-1c4"-man-ill—Milt Miller ..... SA
Sports (packet)—w-var-mim ..... AFP
Sports Pictorial Page—w-S—Staff ..... KFS
Sports Picture Page—w-news and feature-1c-2c-3c-ps-mat ..... NEA-DNB
Sports Pictures—glo-mats-ind-on contract ..... UPIN
Sports Postpaid—w-1c9"-man-ill—Milt Miller ..... JL
Sports Serials (British and American sports and non-fiction and instruction books) ..... JL
Sport Service—d-var-M-mim ..... AFP
Sports Shorts—dexS-25-50-75-man—Staff ..... NEA-DNB
Sports Sputterings—6tw-mat-proof—Walter L. Johns ..... KFS-CP
Sports Sputterings—6tw-mat ..... CP
Sports Stories—dexS-500-man-ill-ilm—Harry Grayson, Murray Olderman, Bill McCormick ..... NEA-DNB
Stars and Strikes—w-500-man—Jack Moran ..... PHF
Strikeout Averages—w-1c3-photostats—Dennis Lee ..... IMP
Strikes & Spares—d-1c-100-ilm—Joe Wilman ..... NNS
Teletypesetter Box Score Wire—d-sea-tape ..... AP
Teletypesetter Sports Wire—7tw-national trunk sports by monitor and tape ..... AP
Tenpin Tips—6w-1c-mat—Frank Clause ..... GFC
This Day in Sports—d-1c-mat—Lenny Hollreiser ..... CTN
This Is Sport—d-1c2½"-mat—Court Alderson ..... MF
Today's Sportest—d-mat ..... KFS-CP
Today's Sport Parade—6tw-400-wire—Oscar Fraley ..... UPI
Today's Sportrait—5tw-300-wire—Staff ..... UPI
Umpire—Baseball Q's and A's—sea-5tw-100-1c5" ..... NEA-DNB
Unbelievable Moments in Sports—w-250-mim—Patrick Carr ..... CSF
Views of Sports—6tw-900-mim—W. W. "Red" Smith ..... NHT-MIL
What's Your Sports Score—dexS-100-1c3"-mim—Fred Lukens ..... ERS
Wheel Whirligig—Henry E. Isola ..... ISN
World on Wheels—w-8½"-11"-mim-500-600-words-newspapers—Floyd Clymer ..... FC
World Outdoors, The—w-1c8"-mat—Staff ..... NWNS-MIL
Year End Sports Review—featuring minor sports—an-var-man-mim—Henry E. Isola ..... ISN
Your Boat and Mine—w-450-mim-ilm—J. Kenneth Whitteker ..... BOF
You're the Skipper!—w-500-ill-mim—John Bohannan ..... CSTDNS-CWF

38—STAMPS

A Bout With Stamps—d-w500-4c5"-man—Frank Del-Witt ..... HT
Adventure Postpaid—w-1c9"-man-ill—Lee James ..... JL
Coins—S-350-ilm—Fred Reinfeld ..... GFC
Keeping Posted—w-400-mim—Frank Graham ..... CNS
Labor on Stamps—w-1c3"-man-ill—Lee James ..... JL
Sports on Stamps—w-1c4"-man-ill—Milt Miller ..... SA
Sports Postpaid—w-1c9"-man-ill—Milt Miller ..... JL
Stamp Chat—w-500-mim-ilm—Milton Cronenberg ..... TNS
Stamp Corner—w-500-mat-ill—James Montagnes ..... TSS
Stamp News—w-500-mat-ill—Ernest Kehr ..... NHT-MIL
Stamp News—w-400-mim-ill—Ronald Anders ..... AR
Stamps in the News—w-450-man-ill—Syd Kronish ..... APN
Stories About Stamps—w-2c4"-man—Doug. Patrick ..... RGB

38A—TEENAGE

Advice to Teen-Agers—3tw-man; S-ill-ilm—Sheila Daly ..... CTN
Career Corner, The—oas-300-man—Adrian A. Paradis ..... FUL
Con la Ley en la Mano (Column on Law in Spanish)—d-150-mim—Martin J. Ross ..... LAW
Doris Answers Youth—w-750-mim—Doris Revere Peters ..... NCWC
Everyday Law—d-150-mim—Martin J. Ross ..... LAW
Floyd Patterson Talks with Teens—w-500-mim—Jackie Robinson ..... VIP
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
Question Box, The—oas-300-man—Adrian A. Paradis ..... FUL
Taffy's Tips—5tw-1c-mat-ill—Dolly Martin ..... NHT-MIL
Take it from Kathy—Teenage Q's and A's—sw-2c-250-275-man-tape—Kathy Peterson ..... NEA-DNB
Teen-Age Chatter—oas-300-man—Adrian A. Paradis ..... FUL
Teenage Scene—occ or oas-var-mim-ill—Molly Potkin ..... CJC
Teenage Tips—w-hps-mim-tape—Jane Sherrod ..... BPS
Teen Tips—w-sm-var-mim—Lady Kaiser (Inez Kaiser) ..... FAO
TV & Radio Reviews—d-w-500—Ruth Del Monte ..... JRL
What Makes Our Teens Tick—w-man—Barbara Schulz ..... CTN
Young Mother's Page—w-ps-mim-ilm—Ann Usher ..... DIC

39—TRAVEL

Adventure Postpaid—w-1c9"-man-ill—Lee James ..... JL
Around the World—500-mim—William Saroyan ..... SPS-MS
Around The World With Delaplane—w-400-man—Stan Delaplane ..... CWF
"Around the World With Delaplane"—Weekend—400-500-proof—Stanton Delaplane ..... CHR
East Meets West—5tw-500-man—Peggy Bailey ..... BB
Foreign News Service—w-500-800-offset-mim-English, French, Spanish & Portuguese—Staff, Correspondents & Outside contributions ..... FNS
Going Places—S-1000-mim-tape—Shirley and Bob Sloane ..... GFC
Israeli Diary—w-700-800-man—Paul Martin Michael ..... VFS
Journeys to Pleasure—w-600-mim-ill—Frances Koltun ..... NHT
Know Your Canada—w-6x8, 8x10-glossy print or mat-ill—Lyn and Richard Harrington ..... MIL
Las Vegas Limelight—1c—Barney Glazer TCN
Let's Go—w-500-man ..... EPS

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New England Scene, The—w-500-mim—Cal Cameron CC
Of All Places—S-750-mim-ill—Horace Sutton ..... MIL-HLS
On Tour with Ed Kotuba—5tw-500-mim-tape—Ed Kotuba ..... HLS
Special Article (Reports from Washington & Europe)—w-2c6″-man-tape—Edward H. Sims ..... EC-MS
Stan Delaplane's Postcard—5tw-600-ilm—Stan Delaplane ..... CWF
Travel—w—Margaret Williams ..... EPS
Travel Topics—w-600-mim—Ralph Villers ..... UPI
Traveler, The—w-tps—Jerome Lee ..... JRL
Varied—m-var-man— ..... GLN

40—VETERANS

Army Times News Syndicate produces "At Your Service" (Questions and Answers on veterans, draft and Reserve obligations, and military subjects)—Staff ..... ATNS

41—WOMEN'S PAGES

About the House—m-300-500-man-mim-ill—Staff ..... HJS
A Child's World—2tw-400-mim—Isabelle Buckley ..... NHT-MIL
Adam and Eve—dS-500-mim—Adam & Eve Lowell ..... HLS-CWF
A Home To Live In—w-2c5″-2c7″-mat-ill-ptd copy ..... SHP
All About Food—dexS-4c2½″ or 2c5⅛″-mat-ill—The Tested Recipe Institute, Inc. ..... HLS
All About You—d-300-mim—Dorothy M. Peper ..... FNF
A Lovelier You—5tw-85-1c8″-2c11″-ill-ilm—Mary Sue Miller ..... CSTDNS-CWF
A Minority of One—w-600-mim—Dennis Murray ..... WNS
Amy Vanderbilt's Etiquette—*6texSat.-500-mim-tape—Amy Vanderbilt ..... UFS-BUF
Ann Landers' Advice Column—dS-750-mim-tape ..... CSTDNS-CWF
Anne Cabot Needlework—d-100-1c7″; S-200-2c6″-man-ill-ilm—Anne Cabot .... NEA-DNB
Antiques—w-275-ill-mim—Dorothy H. Jenkins ..... DHJ
Around The World—2tw-mat—Temple Manning ..... KFS-TSS
Ask Amy—w-2c10-mat—Amy Adams ..... CPS
Ask Dorothy Draper—eodexS-300-mim—Dorothy Draper ..... AD-MIL
Ask Henry—w-300-proof—Henry Makow ..... TNS
At Our House—w-650-mim—Mary Tinley (Mrs. John Jay) Daly ..... NCWC
Automobiles—400-mim—David Allen .... DHJ
Beatrice Fairfax—d-mim—Beatrice Fairfax ..... KFS-RGB
Beauty After Forty—5tw-300-man—Edyth Thornton McLeod ..... MCN-CWF
"Beauty and the Beast"—d-400-500-proof—Count Marco ..... CHR
Beauty Art Layouts—w-2c-3c-4c-ill-ilm—Staff ..... NEA-DNB
Beauty Briefs—300-450-2c-man-tape—Alicia Hart ..... NEA-DNB
Beauty Care—w-800-mim ..... AFP
Beauty Column—tw-150-300-1c-2c-3c-man-tape-ill-ilm—Alicia Hart ..... NEA-DNB
Beauty in Orbit—S-150-mim-ill—Mildred Gibson ..... NNS
Beauty in the News—w-600-mim—Catharine Brewster ..... WNS
Better Half, The—dS-2c2½″-mat; S-pt-hpt-tps-mat—Bob Barnes ..... RTS-KEL
Better Homemaking—sw-300-650-tape-man-ill-ilm—Kay Sherwood ..... NEA-DNB
Betty Beale's Washington Letter—w-750-mim-tape—Betty Beale ..... HLS-CWF
Big Photo Feature Stories—6tw-mat—Marion Clyde McCarroll; Joan O'Sullivan; Sue Barden ..... KFS-TSS
Career Corner—w-250-mim—Staff ..... UPI
Career Girl—2tw-500—June Wilson ..... WNS
Child Care—w-700-mim ..... WNS
Child-Parent Relations—The Mature Parent—eod-350-2c8″-man-tape—Mrs. Muriel Lawrence ..... NEA-DNB
Christmas Shopping Features—an-ps-tape-man-ill-ilm—Staff ..... NEA-DNB
Clothes Make Your Man—w-500-mim-ilm—Harry Juster ..... RTS-KEL
Cooking Corner—450-mim—Susan Delight ..... CNS
Cook's Tour—w-400-mim—Jeanne Lesem UPI
Daily Food Column—6tw-600-ill-mat—Clementine Paddleford ..... NHT-MIL
Dear Abby—d-500-man-tape—Abigail van Buren ..... MCN
Dear Criswell Confessions (Questions and answers)—dS-500-man-mat—Jeron King Criswell ..... CRP
Dear Jan—5tw-500-man—Jan Conley .... CFS
Dear Mas. Mayfield—5tw-1000-mim-tape—Molly Mayfield ..... UFS-BUF
Debbie Drake—3tw-2c-mim-ill-mat—Debbie Drake ..... NHT-MIL
Denhoff Food Articles—d-3tw-mat-proof—Alice Denhoff ..... KFS-TSS
Diet Series—an-600-1c20″-ill-ilm-tape—Gaynor Maddox ..... NEA-DNB
Etiquette—5tw-300 proofs—Louise Davis ..... LANF
Etiquiz—dexS-125-mim—Helen Linn ..... RTS-KEL
Family Circus—d-2c4-3c6¼″-mat; S-tps—Bil Keane ..... RTS-KEL
Family Finance—w-700-mim—Morton Yarmon ..... WNS
Fashion—5tw-700-mim ..... WNS
Fashion Tips—w-150-200-1c-man-tape—Staff ..... NEA-DNB
Fashion Snapshots—w-var-min-ilm ..... AFP
Fashion Stories—sw-200-400-2c-3c-man-tape-ill-ilm—Rosette Hargrove, Gaile Dugas and Staff ..... NEA-DNB
Fashionettes—w-150-mim—Staff ..... UPI
Fashions and Beauty by Staff ..... CWF
Food for Americans—Menus—dexS-350-600-2c5″-2c9″-ill-ilm-tape—Gaynor Maddox ..... NEA-DNB
For Grandmothers Only—w-750-man—Marjorie Hall ..... GHS
For Peace and Health—w-2c500-mat—Beatrice Katz, M.D. ..... BPF
Fritchie Saunders Columns—w-250-350 Words-man—Harriet Carlson ..... FS
From England—w-600-mim—Helen Denver ..... WNS
From France, Spain—w-600-mim—Irene Ferris ..... WNS
From Germany—w-600-mim—Margaret Anderson ..... WNS
From Italy—w-600-mim—Mary McLemore ..... WNS
From Japan—w-600-mim—Sumiko Kanmuri ..... WNS
From New York—w-600-mim—Betty Reef ..... WNS
From Paris—w-600-mim—Tonia Schilling ..... WNS
Good Evening, Ladies—tw-500-mim—Ken Duvall ..... CSTDNS-CWF
Good Taste—d-350; eoS-600-mim-tape—Emily Post ..... BES-DNB-KEL
Here's How—3tw-150-man—Osa Handie ..... MOH
Here's To You, Miss Teen—12 installments 1200-mim-ill-ilm—Mary Sue Miller ..... CSTDNS-CWF
Home—w-400-ill-mim—Ann Jermyn, George Adams ..... DHJ
Household Hints—w-var-mim ..... AFP
Household Hints—w-250-mim—Staff ..... UPI
If You Take My Advice—d-500-mim—Mary Starr ..... TSS
Interior Decoration—sea-200-350-man-ill-ilm—Staff ..... NEA-DNB
It's Fun in January (The month changes through the year)—w-90-man—Harriet Carlson ..... FS
Jack Hamm Religious Drawings—Sat &S-2c-3c-mat—Jack Hamm ..... MCN
Jewish Meals—w-600-mim—Mildred G. Bellin ..... JTA
Just Jost—tw-2c4″-ilm—Caryl Jost ..... TMS-BUF
Las Vegas Limelight—1c—Barney Glazer TCN
Lively Living—S-500-mim-ill—Reba and Bonnie Churchill ..... NNS
Living With Our Children—w-250-400-mim—Ann Wilson ..... DHJ
Manners Make Friends—dexS-1c3½″-25-75-tape—Staff ..... NEA-DNB
Man's Eye View—w-500-mim—S. A. Siciliano ..... MSF
Mary Brooks Pickens on Sewing—w-300-3c8″-man-ill-ilm—Mary Brooks Pickens ..... NEA-DNB
Mirrors of Washington—w-800-mim—Dorothy McCardle ..... NANA-CWF
Modern Etiquette—dexS-mim-150-300-man—Roberta Lee ..... WLG-MS
Mohr About Fashion—3tw-350-man-ill—Berta Mohr ..... MOH
Mohr in Manhattan—3tw-S-350-man-ill—Berta Mohr ..... MOH
Money Well Spent—3tw-500-mim—Charles V. Neall, Jr. ..... RTS-KEL
Mother Hubbard's Cupboard—w-650-ptd.—Louise Hubbard ..... HN
Mother's Helper—5tw-1c-mat-ill—Charlotte Heimann and Betsy Pearson ..... NHT-MIL
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On Raising Children—S-400-wire—Patricia McCormack ..... UPI
One Woman's World—w-250-mim—Staff ..... UPI
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Parents Ask—From the Gesell Institute of Child Development—5tw-500-mim-tape—Francis L. Ilg, M.D. and Louise Bates Ames, Ph. D. ..... HLS-CWF
Parents' Corner—dexS-300-man-tape—Dr. Richard Barbour ..... GFC
Paris Fashion Stories—sea-1500-man-tape-ill-ilm—Rosette Hargrove ..... NEA-DNB
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Polly's Quiz and A's on home decorating—w-350-2c8″-man-tape—Polly Cramer ..... NEA-DNB
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School Days—w-500-mim—Mrs. George Smith ..... RTS-KEL
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850 Third Avenue, New York 22, N. Y.

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Justus and Long ..... RTS-KEL
Education U.S.A.—Louis Cassels ..... UPI
Eleanor Roosevelt Column—Eleanor
Roosevelt ..... UFS-BUF
Emmy Lou—Marty Links ..... KEL-UFS
Enjoy Skiing—Anne Heggtveit ..... TNS
Eric Sevareid Column—Eric Sevareid .... HLS
Etc. & P.S.—Milt Miller ..... JL
Esquire's Avenues of Fashion....MCL-MIL-KEL
Etiquette—Louise Davis ..... LANF
Etiquette, Correct Thing—Elinor Ames....CTN
Etiquiz—Helen Linn ..... RTS
Etta Kett—
Paul Robinson ..... KFS-TSS-STNS-CP-CPC
European Jigsaw—
Philip W. Whitcomb ..... MAC
Everybody's Money—Merryle Stanley
Rukeyser ..... BHS
Experiment with Me—Patrick Carr
& Bill Hanley ..... CFS
Ever Happen To You—Bud Blake ..... KFS
Everyday Law—Martin J. Ross ..... LAW
Eyeing Books—Patrick Carr ..... CSF
Eyeing Educational Playthings—
Patrick Carr ..... CSF
Eying Records—Patrick Carr ..... CSF

F

Fabric Doctor, The—Fred Dodge ..... MM
Faces and Places—Cleveland
Amory ..... CSTDNS-CWF
Faith Holmes Dress-Needlework Patterns
—Faith Holmes ..... NEA-DNB
Family Circus—Bill Keane ..... RTS-KEL
Family Finance—Morton Yarmon ..... WNS
Family Fortress—Father Patrick Peyton..KFS
Family Living—Lynn Hurley ..... CTN
Family Scrapbook, The—
Dr. Ernest G. Osborne ..... UFS-BUF
Fan Fare—Walt Ditzen ..... NNS
Farm Wife's Window—
Ethelberta Hartman ..... FWW
Fashion By Fran—Frances Corcoran ..... BB
Fashion Features—Dina Dellale ..... EPS
Fashion Illustrations—Vera Winston ..... KFS
Fashion Illustrations—Grace Thorncliff....KFS
Fashion in London—Kate Dalrymple ..... MS
Fashion Stories—Jean Wilson ..... APN
Fashion Stories—Rosette Hargrove,
Gaile Dugas ..... NEA-DNB
Fashioned in London—Kate Dalrymple .... MS
Fashions—Alice Alden ..... KFS-TSS
Fashions—Tracy Adrian ..... KFS-STNS-TSS
Fahsions—Gay Pauley ..... UPI
Fashions—Women's—Kay Thomas ..... CTN
Fashionwise and Otherwise—
Inez Kaiser ..... FAO
Fearless Spectator—Charles McCabe .... CHR
Features—Ida Fried ..... EPS
Feel Young Again—Lelord Kordel ..... SPE
Feiffer—Jules Feiffer ..... HLS-CWF
Felix—Joe Oriolo ..... KFS
Ferd'nand—Mik ..... UFS-BUF
Fiction—Rob Eden and
Anne Allison ..... RTS-KEL
Figurits—Don Douglas ..... WLG-MS
Films, Music, Theatre—David
Horowitz ..... WUP
Financial—Carl Ritter ..... CNS
Financial & Economic Column—
Ronald Boxall ..... MS
Finding The Way—Religious Column—
Ralph W. Loew, D. D. ..... NEA-DNB
First Aid to the Ailing House—
Roger C. Whitman ..... CNF-DNB-KEL
Fischetti Cartoons—John Fischetti...NHT-MIL
Fix It Yourself—Hubbard Cobb ..... GMA
Flamingo—R. A. Roche
and John Thornton ..... PF
Flash Gordon—Mac Raboy
and Dan Barry ..... KFS-RGB
Fletcher, The—Joe E. Buresch ..... JEB
Flibbertys—Ray Helle ..... CTN
Flop Family—George O. Swanson ..... KFS
Focus on Health—Alton Blakeslee ..... APN
Food—D. Peggy Read ..... EPS
Food—Alice Petersen and Ella Elvin .... CTN
Food and Your Health—
Dr. Frederick J. Stare ..... AD
Food Articles—Mary Meade ..... CTN
Food For Americans—Menus—
Gaynor Maddox ..... NEA-DNB
Food Facts—Harry Lui ..... LIA
Food Feature—Dorothy Maddox ..... NEA-DNB
Food Stories—Cecily Brownstone ..... APN
Football Prophecy and Ratings—
Mort Olshan ..... MOS
Football Series—Harry Grayson,
Murray Olderman ..... NEA-DNB
Footlights of Broadway—
Ward Morehouse ..... NANA-CWF-KEL
Footnotes—Courtney
Dunkel ..... TMS-BUF-TNS
For Better Health—
C. A. Dean, M.D. ..... GFC-NWNS-MIL
For Grandmothers Only—Marjorie Hall....GHS
For Men Only—Susan M. Rogers ..... SMR
For Peace and Health—
Beatrice Katz, M.D. ..... BPF
Foreign News Commentary—Phil Newsom UPI
Forever Female —Eugene Craig ..... DF
Forever Feminine—Dorothy Mylrea ..... NNS
Fortune Finder—P. T. Hines ..... KFS-RGB
Forty-Odd—The Lulls & Irwin Caplan .... GFC
Four by Four—Tom Hudson, Al Isler
(Ali), Ed. King, Roy Williams .... TMS-TNS
France Speaks—Michel Labry ..... PRO
Frank Graham Sports—Frank Graham.... KFS
Freckles and His Friends (plus Hector)
—Merrill Blosser ..... NEA-DNB
Freddy—Rupe ..... GMA
Free For All—Patrick Carr ..... CSF
Fritchie Saunders Columns—
Harriet Carlson ..... FS
Fritzi Ritz—Ernie Bushmiller ..... UFS-BUF
From England—Helen Denver ..... WNS
From Italy—Mary McLemore ..... WNS
From France, Spain—Irene Ferris ..... WNS
From Germany—Margaret Anderson ..... WNS
From Japan—Sumiko Kanmuri ..... WNS
From New York—Creighton Peet ..... PT
From New York—Betty Reef ..... WNS
From Nine to Five—Jo
Fischer ..... CSTDNS-CWF
From Paris—Loria Schilling ..... WNS
From Where I Sit—Harry S. Donen ..... DHS
Frontiers of Science—Andrea Bresciani,
Robert Raymond, Stuart
Butler, Ph.D. ..... TMS-TNS
Funland—Arthur Nugent ..... AN-DNB-KEL

G

Gallup Poll—George H. Gallup ..... PUB-CWF
Garden Culture Series—Harold C.
Beckett, A.I.A. ..... RGB
Garden Fax—Dr. Milton Carleton ..... HPS
Garden Notebook—Alfred Putz ..... NHT-MIL
Gardens—Dorothy Jenkins ..... DHJ
Gardners Questions and Answers—
James Murphy ..... CNS
Gasoline Alley—Frank King (daily);
Bill Perry (Sunday) ..... CTN
George Fielding Eliot—George Fielding
Eliot ..... GFC
Geraldine—Elisabeth Brozowska ..... NNS
Germany Speaks—Werner Lohe ..... PRO
Gil Thorp—Jack Berrill ..... CTN
Ginger—Getterman ..... UFS-BUF
Girls, The—Franklin Folger .... CSTDNS-CWF
Glamor Girls—Don Flowers ..... KFS-RGB
Glazed Bits—Barney Glazer ..... TCN
Global View, The—Leon Dennen .... NEA-DNB
Going Places—Shirley and Bob Sloane...GFC
Gold In Your Attic—Van Allen Bradley....GFC
Goldberg Cartoons, Rube—Rube
Goldberg ..... KFS
Golden Years—Thomas
Collins ..... CFS-NWNS-MIL
Golf School—Sam Snead ..... NNS
Good Books—Isabel L. Whitney ..... GHS
Good Evening, Ladies—Ken
Duvall ..... CSTDNS-CWF
Good Morning—Good Evening—
Tom Sims ..... KFS
Good Old Days, The—
Erwin L. Hess ..... UFS-BUF
Good Old Days & Antique Fair—
Erwin L. Hess ..... UFS-BUF
Good Taste—Emily Post ..... BES-DNB-KEL
Gordo—Gus Arriola ..... UFS-BUF
Gordon Martin—Gordon Martin ..... GFC
Grandma—Charles A. Kuhn ..... KFS-TSS
Grandpa's Boy—Brad Anderson ..... AMP
Graveyard Tales—Patrick Carr ..... CSF
Grass Roots Clippings—Kerwin
Hoover ..... HTF
Great Ideas From The Great Books—
Mortimer J. Adler ..... CSTDNS-CWF
Green Thumb, The—
George "Doc" Abraham ..... GEO
Greener Thumbs—Joyce Smith ..... RTS-KEL
Grid Power Ratings—Mort Schwartz ..... FF
Grin & Bear It—
George Lichty ..... CSTDNS-CWF
Guest, Edgar A. (poetry)—Edgar A.
Guest ..... GMA
Gypsy Condesa's Horoscope, The—
Marjorie Hall ..... GHS

H

Half-Past Teen—Joe Mahoney .... NWNS-MIL
Half Tone Fashions—Alice Alden KFS-TSS
Half Marked—Gordon Langley Hall .... GHS
Handy Family, The—Lloyd
Birmingham ..... GFC-NWNS-MIL
Harper's Bazaar Fashions—Nancy White KFS
Hattie—Gertrude Espenscheid ..... RN
Have Fun—Lee Bryan & Rube Weiss .... BPF
Hawk, The—Rod Maxwell and Bob Webb PF
Hayden, Jay—Jay Hayden
column ..... NANA-CWF-KEL
Health—Dr. Theodore R. Van Dellen .... CTN
Health and Beauty—
Martha Bass Sims ..... EC-KEL-MS
Health Capsules—
Michael A. Petti, M.D. ..... UFS-BUF
Health for Today—Dr. W. W. Bauer CF-MIL
Heart of Juliet Jones, The—
Stan Drake ..... KFS-TSS
Healthy Living—Mel Ducat ..... JRL
Helen Help Us—Helen Bottel ..... KFS
Helping Hands—Elizabeth Daniels
Squire ..... GFC
Helpful Henry—Flash Fairfield ..... NEA-DNB
Hemisphere Week—Francis
L. McCarthy ..... UPI
Henry—Carl Anderson ..... KFS-TSS
Henry J. Taylor Column—Henry J.
Taylor ..... UFS-BUF
Herblock Editorial Cartoons—
Herbert L. Block ..... HLS-CWF
Here We Go Again—
J. N. (Ding) Darling ..... RTS-KEL
Here's An Idea—Lou Darvas and
Jerry Langell ..... AF
Here's How—Oso Handle ..... MOH
Here's Mom—Isabel ..... CTN
Here's To You, Miss Teen—Mary Sue
Miller ..... CSTDNS-CWF
Heritage Road—John Teene ..... HR
Herman—Clyde Lamb ..... RTS-KEL
Hesse Cartoons, Don—
Don Hesse ..... MCN-CWF
Hey Mama—Mildred V. Cabrera ..... DF
Hi and Lois—Mort Walker and
Dik Browne ..... KFS-RGB
Hi-Fi—Preston McGraw ..... UPI
Hi-Fi Equipment—Barney Glazer ..... TCN
Hi-Fi Fill-In—Barney Glazer ..... TCN
Hi-Fi Whirled—Barney Glazer ..... TCN
Hints From Heloise—Heloise Cruse .... KFS
History in Headlines—Patrick Carr .... CSF
Hobby Hoarse Tales!—Frank Del-Witt ... HT
Hobby Lobby—Patrick Carr ..... CSF
Hockey Hints—Lloyd Percival ..... TSS
Hockey Scrapbook—Frank Mahoulich .... TNS
Hollywood Beauty—Lydia Lane .... TMS-TNS
Hollywood-Chuckles—Pete Watson ..... GHF
Hollywood Column—
Harold Heffernan ..... NANA-KEL
Hollywood—Vernon Scott ..... UPI
Hollywood—Joe Finnigan ..... UPI
Hollywood—Bob Thompson ..... APN
Hollywood—Hedda Hopper ..... CTN
Hollywood—Louella O. Parsons ..... HHS
Hollywood Candid Roundup—Thomas
Mitchell ..... HLW
Hollywood Shorts—James Bacon ..... APN
Hollywood Speaks—Kurt Singer ..... BPS
Hollywood Today—Sheilah
Graham ..... BES-DNB-KEL-NANA
Hollywood—Erskine Johnson ..... NEA-DNB
Home—Ida Fried ..... EPS
Home—Ann Jermyn & George Adams .... DHJ
Home Bldg.: Questions and Answers ..... CNS
Home Making Helps—
Eleanor Ross ..... KFS-TSS
Home Repair Do's and Don'ts—
Andrew C. Lang ..... APN
Homeowners Money Saver—
Douglas Tuomey ..... SF
Home Repair Problems—Douglas
Tuomey ..... DNB-SF
Home Workshop—Jim Newhall .... NEA-DNB
Homes—Dorothea M. Brooks ..... UPI
Honor Eden—Jack Sparling .. MCL-MIL-KEL
Hoppe in Wonderland—Art Hoppe ..... CHR
Horoscope—Contsella ..... CTN
Hossface Hank—Frank Thomas ..... AMP
House Doctor—Herman Baum ..... RTS-KEL
House of the Week, The—Jules Loh .... APN
Household Scrapbook—Roberta Lee WLG-MS
Household Stories—Vivian Brown ..... APN
Housing News—Hugh L. Morris ..... MNS
How Can I???—Anne Ashley ..... WLG-MS
How Do You Stand, Sir—Sen. Barry
Goldwater ..... TMS-TNS
How Does It Work—Bruce Bailey .... CF-MIL
How Does It Work—J. A. van Dijk ..... DWL
How to Keep Your Child Well
—Dr. Theodore R. Van Dellen ..... CTN
How's Business?—Roger W. Babson ..... PFB
Huber and Friends—Frank Cummins....SNFS
Hubert—Dick Wingert ..... KFS-TSS
Human Side, The—Chester Lewis ..... AMS
Humor Without Words—Zoltan Forral
and Chumy ..... VAZ
Hy Gardner Calling—Hy Gardner .. NHT-MIL

I

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I Want To Be A—Patrick Carr &
Ruth Twigg ..... CSF
I Wonder??—Jack Bedford ..... JB
Idea Payoff—Lou Darvas and
Jerry Langell ..... AF
If You Take My Advice—Mary Starr .... TSS
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Miller ..... RGB
Improve Your Game—Irving Marsh &
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Walker ..... CSTDNS-CWF
Inez Robb Column—Inez Robb ..... UFS-BUF
Inky—Hal Borden ..... AMP
In Fashion Now—Mrs. Hugo S.
Sims Sr. ..... EC-KEL-MS
In New York—Walter Winchell ..... KFS
In Record Time—Hugh Mulligan ..... APN
In the Wake of the News—Dave
Condon ..... CTN
In Washington—Ralph deToledano ..... KFS
Inky—Hal Borden ..... AMP
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Inside Labor—Victor Riesel ..... HLS-CWF
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MacDougall ..... MCL-MIL-KEL
Inside Stuff, Records, Jocks, Jukes & Discs
—Jerome Lee ..... JRL
Inside The Soviet Empire
—Edward Crankshaw ..... NHT-MIL
Inside TV—Eve Starr ..... GFC
Inside Washington—Henry Cathcart..... KFS
Inside You and Yours—
Dr. Burton H. Fern ..... KFS-RGB
Interior Decorating—Vivian Brown ..... APN
Interior Decorating, Q. A.—Betty
Pepis ..... MCL-MIL-KEL
Interior Decoration—Willella
de Campi ..... CTN
Interlandi—Frank Interlandi ..... RTS-KEL
International Affairs—Royce Brier ..... CHR
International Review—Gilbert Lloyd ..... WP
International Whirligig—Ray
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Roberts, Jr. ..... APN
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INVESTORS' FORUM

by

HARRY FRANCE

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J

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Kitty Higgins—Ferd Johnson ..... CTN
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Know The Weather—Edward H. Sims ..... EC-KEL-MS
Know Your Antiques—Ralph and Terry Kovel ..... RTS-KEL
Know Your Canada—Lyn and Richard Harrington ..... MIL

L

Labor On Stamps—Lee James ..... JL
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Life With The Rimples—Les Carroll ..... NEA-DNB
Life Lines—Anne Campbell .... AN-DNB-KEL
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Lightly Speaking—Charles M. Guthrie.... ALB
Li'l Abner—Al Capp ..... UFS-BUF
Li'l Ones—Mel Lazarus ..... GFC
Lippmann Column—Walter Lippmann ..... NHT-MIL
Listen Americans—Dr. George S. Benson ..... NEP
Little Annie Rooney—Darrell McClure ..... KFS-TSS
Little Brother Hugo—Bill Perry ..... CTN
Little Eve—Jolita ..... GFC
Little Farmer—Kern Pederson ..... AMP
Little Iodine—Jimmy Hatlo ..... KFS-RGB
Little Journeys to Great Homes —Louise Hubbard ..... HN
Little Joe—Robert Leffingwell ..... CTN
Little King—Otto Soglow ..... KFS-TSS
Little Lulu—Marge ..... CTN
Little Old New York—Broadway— Ed Sullivan ..... CTN
Little Orphan Annie—Harold Gray ..... CTN
Little Pedro—William de la Torre ..... TMS-TNS
Little People, The—Walt Scott .... NEA-DNB
Little Sport—John Henry Rouson ..... GFC
Little Woman, The—Don Tobin .... KFS-RGB
Lively Living—Reba and Bonnie Churchill ..... NNS
Living Faith—Harold Blake Walker ..... CTN
Living With Our Children—Mrs. Mary Ann Wilson ..... DHJ
Lolly—Pete Hansen ..... CTN
London Letter—Wallace Reyburn ..... TNS
Lone Ranger—Fran Striker and Charles Flanders ..... KFS-TSS
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Long Sam—Bob Lubbers ..... UFS-BUF
Look and Learn—A. C. Gordon ..... WLG-MS
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Looking South From Washington— Edward H. Sims ..... KEL-MS
Looking Up At Life—Harold Blake Walker ..... CTN
Louie—Harry Hanan ..... CNF-DNB-KEL
Lyons Den—Leonard Lyons ..... HLS-CWF

M

MacDivot—Mel Keefer and J. Lansky .... CTN
Make People Like You—Lelord Kordel .. SPE
Magazine Notes—Patrick Carr ..... CSF
Magic Carpet Over Broadway— Joe Kaliff ..... AMF
Mainstream of America, The—Lewis Gannett ..... DDS
Male Corner—Edward Lawrence ..... GFC
Male Polish—Donald Goodwin ..... GFC
Mandrake The Magician—Lee Falk and Phil Davis ..... KFS-RGB (d)-TSS (S)
Manning Cartoons, Reg—Reg Manning ..... MCN-CWF
Map of the Stars—James Stokley ..... SCS
March of Science—Alton Blakeslee ..... APN
Mark Trail—Ed Dodd ..... HLS-CWF
Mark Trail's Outdoor Tips—Ed Dodd ..... HLS-CWF
Martha Madison Needlework Service— Martha Madison ..... GFC
Marmaduke—Brad Anderson and Phil Leeming ..... NNS
Mary Brooks Pickens on Sewing— Mary Brooks ..... NEA-DNB
Mary Haworth's Mail—Mary Haworth ..... KFS-TSS
Mary McGrory—Mary McGrory ..... UFS-BUF
Mary Worth—Allen Saunders and Ken Ernst ..... PUB-CWF
Mauldin Editorial Cartoon—Bill Mauldin ..... CSTDNS
Maybe This Week Will Get Better— Elmer Muffwinkle ..... CTN
Maw Green—Harold Gray ..... CTN
McDowell—Charles McDowell, Jr. ..... RTS
McLemore Says—Henry McLemore MCN-CWF
Maybe I'll Pitch Forever— Satchel Paige ..... DDS
Medical Memos—H. L. Herschensohn, M.D. ..... TMS-TNS
Memo To Caesar—Lenten Series— Ken Woodman ..... HPS
Memo from Gramps—Ronald Anders ..... AR
Men At Work—Harry Lui ..... LIA
Men's Wear—The Score in Clothes— M. H. Barnum ..... CTN
Menus—Cecily Brownstone ..... APN
Menus—Alice Peterson and Ella Elvin ..... CTN
Menus—Mary Meade ..... CTN
Merry-Go-Round—Jerry Marcus ..... RN
"Message For Mothers"—Leon H. Dembo, M.D. ..... SEL
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Mirrors of Washington—Dorothy McCardle ..... NANA-CWF-KEL
Miss Peach—Mell ..... NHT-MIL
Mister Breger—Dave Breger ..... KFS-RGB
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Modern Maidens—Jay Alan ..... JA
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Mohr in Manhattan—Berta Mohr..... MOH
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Moon Mullins—Fred Johnson ..... CTN
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Mopsy Pape—Gladys Parker .... AN-DNB-KEL
Morning Report—Abe Mellinkoff ..... CHR
Morrison Golf Articles— Alex J. Morrison ..... KFS-CP-CPC
More For Your Money—Lawrence Galton ..... GMA
Morty Meekle—Dick Cavalli ..... NEA-DNB
Mostly About Dogs—Tom McNalley ..... CTN
Mostly Malarky—Wally Carlson ..... CTN
Mother Hubbard's Cupboard—Louise Hubbard ..... HN
Mother's Helper—Charlotte Heimann and Betsy Pearson ..... NHT-MIL
Motion Picture Column—James Meade and Dave McIntyre ..... CNS
Motion Pictures—H. W. Holzer ..... EPS
Motion Pictures; Broadwayfarer— Jerome Lee ..... JRL
Mountain Boys, The—Paul Webb .... CF-MIL
Movie Review—Kate Cameron and Mae Tinee ..... CTN
Movies, The—Clyde Gilmour ..... TNS
Mr. & Mrs.—Kim Platt..... NHT-MIL
Mr. & Mrs. George Spelvin, Americans— Westbrook Pegler ..... KFS
Mr. Abernathy—Ralston Jones and Frank Ridgeway ..... KFS-RGB-TSS
Mr. Billopp—Francis F. Beirne ..... MCN-CWF-FJM
Mr. Ed. U. Cation—Patrick Carr ..... CSF
Mr. Fix-It—Harold Smith..... CTN
Mr. Magic—Shirley Spillman..... PAC
Mr. President—Sam Patrick and Dr. Rolf Vinmont ..... TMS-INS
Mr. Sandman Tales—Patrick Carr & Bill Heyduck ..... CSF
Mr. Tweedy—Ned Riddle ..... GFC
Mrs. Fitz—Frank Roberge ..... KFS-TSS
Muggeridge Column—Malcolm Muggeridge ..... UPA
Muggs & Skeeter—Wally Bishop ..... KFS-CP-CPC
Murray Column—Jim Murray ..... TMS-TNS
Music Column—Paul H. Lang ..... NHT-MIL
Music For Everybody—Sigmund Spaeth ..... GFC
Mutt & Jeff—Al Smith ..... BES-DNB-KEL
My Answer—Billy Graham ..... CTN
My Faith Today—Lewis Breyer ..... WP
My New York—Mel Heimer ..... KFS-CP-CPC-TSS
My Thirty Years Backstairs At The White House—Parks & Leighton ..... GFC

N

Nancy—Ernie Bushmiller ..... UFS-BUF
Nascn on education—Dr. Leslie J. Nason ..... APN
National Whirligig —Ray Tucker ..... MCL-MIL-KEL
Nature Stories—Thorton W. Burgess ..... NHT-MIL
Nature Subjects—Hugh Malliday ..... TSS
Nautical Notebook—Fay Wells ..... NHT-MIL
Needlecraft Pattern Features—Alice Brooks and Laura Wheeler ..... KFS
Needlework Arts— Mary Mackay ..... BES-DNB-KEL
Needlework Service—Martha Madison .... GFC
Neighbors—George Clark ..... CTN
Nero Wolf—Rex Stout ..... CF-MIL
New England Scene, The—Cal Cameron.... CC
New Products—Ed Morse ..... AP
New Products—Ida Fried ..... EPS
New York Cavalcade—Louis Sobol ..... KFS
News Cartoons—Milt Morris ..... APN
News Dispatches—Topics of Current Interest—Peter Edson, Ray Cromley, Richard Kleiner, Leon Dennen, Gaynor Maddox, Bruce Biossat, Tom A. Cullen, Rosette Hargrove, Ward Cannel, Gaile Dugas ..... NEA-DNB
News of The Week in Review—William D. Laffler ..... UPI
News from Hollywood—Lillian Hughes ..... EC-MS
News Report From Washington— Wes Hayden ..... EC-MS
News Report from Washington—Edward H. Sims ..... EC-KEL-MS
News Tip Service—Millard and Lewis Cope ..... GFC
Newsphotos-Washington Off-Guard —Robert Striar ..... AD
News Tipper— Carl Riblet, Jr. .....CSTDNS-CWF
New York Cavalcade—Louis Sobol ..... KFS
New York Theatre Letter—John Chapman ..... CTN
North Callahan in New York— North Callahan ..... AS
Notes on the News—Charles Pearson ..... NHT-MIL
Nothing But The Truth—Russ Arnold ..... AMP
Now Hear This—Henry E. Isola ..... ISN
Now See Here—Bert Bacharach ..... KFS
Nubbin—James Burnett and Geo. Crenshaw ..... KFS-TSS
Nut Bros., The—William Freyse..... NEA-DNB
Nuts and Jolts—Bill Holman ..... CTN

O

Occupation: Housewife—Dolly Reitz ..... TMS-TNS
Odd but True—Patrick Carr ..... CSF
Of All Places—Horace Sutton .... HLS-CWF
Of Smith and Men—Jack Smith .... TMS-TNS
Off the Record—Ed Reed ..... RTS-KEL
Off the Record—Nathan Ziprin ..... SAF
Office Cat—Edgar A. Moss ..... MOF
Office Hours—Cy Olson ..... KFS
O. Johnny—Ghilchik ..... SNFS
Ohio Editorials—Rick Zimmerman ..... OHI
Ohio Editorial Cartoons— Rick Zimmerman ..... OHI
Oil News—Harry Wilson Sharpe..... UPI
Old and New-mismatics—Katherine Schilling ..... HT
Old Glory—Dick Fletcher and Athena Robbins ..... CTN
Old Home Town—Lee Stanley ..... KFS-CP-CPC-TSS
Old Scout, The—Herb Goren ..... JL
On Hollywood—Harold Heffernan ..... BES-DNB-KEL
Oleg Cassini Say's—Oleg Cassini — CF-MIL
On Second Thought—Carl Conrad Guise.... WP
On Stage—Leonard Starr ..... CTN
On The Farm Front— Gaylord P. Goodwin ..... UPI
On The Other Hand—William Gekle .... WFG
On The Town—Charles McHarry ..... CTN
On The House—Andrew C. Lang ..... APN
On The Line—Bob Considine ..... HHS
On Raising Children— Patricia McCormack ..... UPI
On The Screen—Herbert G. Luft ..... JTA
On The Screen—Lillian Hughes EC-KEL-MS
On World Affairs—Edgar Ansel Mowrer .....MCL-MIL-KEL
On Your Guard—Jack Lotto ..... KFS
Once Over, The—H. I. Phillips ..... AN-DNB-KEL
One Man's Opinion—Louis E. Jaeckel .... WP
One Minute Sports Quiz— Edward H. Sims ..... EC-KEL-MS
Only In America—Harry Golden .....MCL-MIL-KEL
O Canada—George Shane ..... TNS
Open Season—Clyde Lamb ..... RTS-KEL
Opinion Makers Speak— George W. Neill ..... PRO
Opportunities Unlimited— Roberta Fleming Roesch ..... KFS-TSS
Our Ancestors—Quincy ..... NEA-DNB
Our Bill—Harry Haenigsen ..... NHT-MIL
Our Boarding House— William Freyse ..... NEA-DNB
Our Faith—Carl Pfeufer ..... EJ
Our New Age—Athelstan Spilhaus & Eugene Felton ..... HLS-CWF
Our Parish—Peg O'Connell ..... NCWC
Our Religions—Dr. Carlyle Adams.... RTS-KEL
Our Space Age— Otto S. Binder ..... MCL-KEL-MIL
Outdoor Canada—John Bennett ..... TNS
Outdoor Guideposts—Fred Luks ..... LUK
Outdoorsman—Perk Angwin ..... DIC
Out of the Old Cracker Barrel— Jack Bedford ..... JB
Out of This ShoWorld—Barney Glazer .. TCN
Out Our Way—Negley Cochran ..... NEA-DNB

P

Packsack of Gregory Clark, The—

Gregory Clark ..... CWF
Palmer Method, The—Arnold Palmer .... NNS
Pamphlet Library—Helen Worth ..... HW
Panel Parcel—Today's Laugh—Rod de Sarro, Cathy Joachim, Jeff Keate, Reamer Keller, Tom Henderson, Bill Yates, Frank Owen ..... CTN
Panorama—David Schwartz ..... JTA
Paperback Verdicts—Patrick Carr ..... CSF
Parade of Homes—Arvid C. Petersen .... GFC
Parents Ask—From The Cesell Institute of Child Development—Frances L. Ilg, M.D. and Louise Bates Ames, Ph.D. ..... HLS-CWF
Paragraphs—Carey Williams ..... PUB-CWF
Parent Problems—Dr. Garry C. Myers ..... KFS-CP-CPC-TSS
Parent's Corner—Dr. Richmond Barbour ..... GFC
Paris a la Mode—Nora Martin ..... TNS
Paris Exclusive—Cecile Candoz ..... CHR
Paris Fashion Stores—Rosette Hargrove ..... NEA-DNB
Parker Sports Column—Dan Parker ..... KFS
Pathway To Success Quizz—Jane Sherrod ..... BPS
Patterns—Iris Lane ..... NWNS-MIL
Paul Harvey News—Paul Harvey ..... GFC
Peanuts—Charles M. Schulz ..... UFS-BUF
Pedaling Profile—Henry E. Isola ..... ISN
Pee Wee—S. M. Iger ..... PF
Penny—Harry Haenigsen ..... NHT-MIL
People and Politics—Milburn P. Akers ..... CSTDNS-CWF
People Are Funny—Art Linkletter .... CF-MIL
Personal Health Service—Dr. William Brady ..... NNS
Personality Sketches—Irma Coucill ..... TSS
Pet Doctor—Dr. A. W. Moller ..... APN
Pet Points—Charles McDowell, Jr. RTS-KEL
Pete The Tramp—C. D. Russell .... KFS-RGB
Petunia—Daniel Bishop, Margaret Bracken ..... GMA
Phantom—Lee Falk and Seymour Barry ..... KFS-RGB
Photography—Bart Kinch ..... UPI
Picture of Health—Harry Lui ..... LIA
Pigskin Pointers—Jackie Parker ..... TNS
Pilot Storm—Henk Sprenger ..... DWL
Pier-Oddities—John Pierotti ..... JL
Pipe Dreams—Reed ..... SNFS
Plain Talk—Alfred Segal ..... SAF
Play Better Golf—Tommy Armour ..... CTN
Play Time—Z. Anderson ..... EJ
Poems on Parenthood—Janet Henry ..... NEA-DNB
Pogo—Walt Kelly ..... HLS-CWF
Point Of View—Donald Freeman ..... CNS
Points for Parents—Edyth Thomas Wallace ..... RTS-KEL
Political Cartoons—Giles, Low, Vicky, Cummings, Friell and Jak ..... MS
Political Cartoons—Low, Giles, Lancaster ..... RTS-KEL
Politics & People (Political column)—Thomas O'Neil ..... FJM
Polly's Quiz Q's and A's on home decorating—Polly Cramer ..... NEA-DNB
Pony Tail—Lee Holley ..... KFS
Pops—George Wolfe ..... AMP
Popular Records—William D. Laffler ..... UPI
Portraits—John C. Metcalfe.... CSTDNS-CWF
"Postcard"—Stanton Delaplane ..... CHR
Potomac Fever—Fletcher Knebel .. RTS-KEL
Pottsy—Jay Irving ..... CTN
Power and Sail—Bill Robinson ..... GFC
Powerhouse (Sports)—Jimmy Powers .. CTN
Premier Cross Word Puzzle—Eugene Sheffer ..... KFS
Prince Valiant—Hal Foster ..... KFS-TSS
Priscilla's Pop—Al Vermeer ..... NEA-DNB
Problem A Day, A—R. J. Allen ..... WLG
Profile—Simon Kavanaugh ..... MS
Profiles in Science—Sam Patrick & George Getze ..... TMS-TNS
Professor Phumble—Bill Yates..... KFS
Professor Pi—V. T. Born ..... DWL
Prose, Poems and Platter—N. W. Wood ..... WFS
"Proven Proverbs"—Wm. D. Davy and Bill Zaboly ..... SEL
Pull Up a Chair—Nell O'Hara ..... MCN-CWF
"Punjabs"—Bob Gumpertz ..... AD
Putting My Knows to the Grindstone—Frank Del-Witt ..... HT

Q

"Quem Quaeritis?" (Whom Do We Seek?)—Frederic Bell ..... FB
Quick Quiz—Lloyd Birmingham ..... GFC
Quick Quotes—Eugene Craig ..... DF
Quips & Clips—Kerwin Hoover ..... HTF
Quiz Hall—Wilton E. Hall ..... HPS
Quizola—Patrick Carr ..... CSF
Quotations Worth Quoting—O. A. Battista ..... NCWC
"Quote" & Unquote, humorous, capsule book reviews—Edwin T. Grandy ..... GHF
Quotoons—Dr. O. A. Battista ..... QD

R

Radio-TV Day by Day—Cynthia Lowry .. APN
Radio-TV Gag Bag—Larry Wolters ..... CTN
Radio—Everyday—Frances M. Knox ..... DIC
Radio-Television Week—Cynthia Lowry .... AP
Ralph McGill Column—Ralph McGill ..... HLS-CWF
Raymond Moley Column—Raymond Moley ..... AN-DNB-KEL
Read and Remember—W. L. Gordon ..... WLG-MS
Reader's Courtroom—Will Bernard, LL.B. ..... GFC
Real Estate News—Edward Cowan ..... UPI
Recipes—Kay Ranney ..... BES-DNB
Record Reflections—Julius Sturm ..... AMS
Record Review—Dina Dellale..... EPS
Record Roundup—Bob Budler ..... CNS
Record Shop, The—Dick Kleiner .. NEA-DNB
Red Ryder—Fred Harmon ..... MCN-CWF
Red World, The—Mark Gayn ..... NNS
Reds—What Now?, The—Louis Francis Budenz ..... NCWC
Reflections—Charles S. Ryckman..... KFS
Reg Manning Cartoons—Reg Manning ..... MCN-CWF
Religion In The News—Jules Loh ..... APN
Religion Today—George Cornell ..... APN
Religion—Louis Cassels ..... UPI
Religion—Clare Cox ..... UPI
Religious (Church) Series—J. C. Coleman ..... COL
Religious Drawings—Jack Hamm .... AMP-MCN
Report From The Confederacy—Robert Stonedale ..... FSI
Report From Washington—Walter Trohan ..... CTN
Report From Europe—Arthur Vesey .... CTN
Report From Latin America—Jules DuBois ..... CTN
Report on Labor—John Herling ..... NNS
Rex Morgan, M.D.—Dr. N. P. Dallis, Marvin Bradley and Frank Edington ..... PUB-CWF
Ribsplitters, Odd Divorces—John Milton Hagen ..... GHF
Richard Starnes Column—Richard Starnes ..... UFS-BUF
Rick O'Shay—Stan Lynde ..... CTN
Riding With Russell—Frederick C. Russell ..... RS-MIL
Rip Kirby—John Prentice and Fred Dickenson ..... KFS-RGB
Rip Tide—Herron and Grandetti ..... CF-MIL
Ripley, The Modern Marco Polo—Bob Considine ..... DDS
Rivets—George Sixta ..... CSTDNS-CWF
Robert W. Chambers—Robert W. Chambers ..... MIL
Robert C. Ruark's Column—Robert C. Ruark ..... UFS-BUF
Robert LaPalme—Robert LaPalme ..... MIL
Rogers Column—Donald Rogers .....NHT-MIL
Rosettes—Elinor K. Rose ..... EKR
Round Up of World News—David Horowitz ..... WUP
Rural Delivery—Al Smith ..... AMP
Rural Route—Walter Ball ..... TSS
Russell Editorial Cartoon—Bruce Russell ..... TMS-TNS
Russian Web, The—Leslie Faulkner ..... WP
Ruth Millett's Column—Ruth Millett ..... NEA-DNB
Rx for Your Golf—Dr. Cary Middlecoff ..... NNS
Ryatts, The—Cal Alley ..... HLS-CWF
Ryskind Column—Morrie Ryskind .. TMS-TNS

S

Sales Sense—Jack Bedford ..... JB
Sally's Sallies—R. J. Scott ..... KFS-TSS-CP-CPC
Samuel Lubell Series—public opinion—Samuel Lubell ..... UFS-BUF
Sam's Strip—Mort Walker and Jerry Dumas ..... KFS
Sandy—Jim & June Unwin ..... HPS
Sarah Anne's Cooking Class—Mrs. Hugo S. Sims Sr. ..... EC-KEL-MS
Saturday Review Book Service—John Barkham ..... SAT
Saturday Review Music Service—Irving Kolodin ..... SAT
Scamp—Walt Disney ..... KFS-TSS
School Days—Mrs. George Smith .... RTS-KEL
Science—Mary Jane Bergen ..... EPS
Science and Medicine—Bryant Evans .... CNS
Science and You—Joseph L. Myler ..... UPI
Science Articles—Thomas R. Henry ..... NANA-KEL
Science at work—John Barbour ..... APN
Science Feature—Leonard Bertin ..... TSS
Science Forecast—Watson Davis ..... SCS
Science News—Bryant Evans ..... CNS
Science For You—Bob Brown ..... GFC
Science Newsfeatures—Alton Blakeslee, John Barbour and Frank Carey..... APN
Science Photographs—Fremont Davis .... SCS
Science Today—James A. Coleman ..... ALB
Science Today—Delos Smith ..... UPI
Scoreboard, The—Harry Grayson .... NEA-DNB
Scott's Scrapbook—R. J. Scott .....KFS-CP-CPC-TSS
Secret Agent X-9—Bob Lewis ..... KFS-TSS
Secrets of Charm—John Robert Powers ..... NNS
Security For You & Veterans Guide—Martin E. Segal ..... APN
Seams To Me—Patricia Scott ..... CSTDNS
Secret Agent X9—Bob Lewis ..... KFS
Selling Secrets—Jack Bedford ..... JB
Senator Caucus—Wyma ..... GFC
Senator Scooper Says—Bill Vaughan ..... BES-DNB-KEL-NANA
Senior Forum—Paul Hightower ..... GFC
Senior View, The—Sam Siciliano ..... SAS
Sentence Sermonettes—Bible Thought For Today—Rev. James DeForest Murch, D.D. ..... PRB
Seventeen—Bernard Lansky ..... AD
Sew Simple—Eunice Farmer ..... RTS
Sewing—Barbara Slade ..... DHJ
Sharing Our Treasure—Rev. John A. O'Brien ..... NCWC
Sheinwold On Bridge—Alfred Sheinwold ..... GFC
Shoemaker Editorial Cartoon—Vaughn Shoemaker ..... NHT-MIL
Shopping Around—Rolfe ..... NEA-DNB
Shopping for Him—Men's Fashions—Helen Hennessey ..... NEA-DNB
Short Ribs—Frank O'Neil ..... NEA-DNB
"Short Short Stories"—Art Gales ..... GF
Short Stories!—Frank Del-Witt ..... HT
Short Stories, Broadwayfarer About Stage—Jerome Lee ..... JRL
Show Biz—color cartoon—Flash Fairfield ..... NEA-DNB
Shows To Watch—(Television)—Hal Humphrey ..... TMS-TNS
Side Glances—Galbraith ..... NEA-DNB
Since You Ask Me—Ann Landers ..... CSTDNS-CWF
Sincerely—Edan Wright ..... GFC
Sir Bagby—Rick & Bill Hackney ..... MCL-MIL-KEL
60 Second Sermons—Fred Dodge ..... MM
Skate Shavings—Henry E. Isola ..... ISN
Sketches—Ben Burroughs ..... GFC
Skies Today, The—Bailey R. Frank..... BRF
Skillet Club for Men, The—Frank Kohler ..... GFC
Skil-Word—Robert Pearsall ..... GFC
Skipper Windward—P. J. Kuhn ..... DWL
Skipper Tips—Stan Davies ..... TSS
Skylines—Ward Morehouse ....NANA-CWF-KEL
Small Fry Diary—N. E. Coan ..... NEC
Small Talk—Syms (Samuel B. Gornbein) ..... TMS-TNS
"Small Wonders"—Art Gates ..... GF
Small Worlds Around Us—Lynn M. Watkins ..... RTS-KEL
Smart Set, The—Cholly Knickerbocker ..... KFS
Smidgens—Robert Cordray ..... NNS
Smile A'Mile—Patrick Carr ..... CSF
Smilin' Jack—Zack Mosley ..... CTN
Smith Family, The—Mr. and Mrs. George Smith ..... GMA
Smitty—Walter Berndt ..... CTN
Smokey Stover—Bill Holman ..... CTN
Soccer Shots—Milt Miller ..... SA
Society in Florida—Bernard O'Brien .... BOB
Solunar Tables—John Alden Knight ..... RTS-KEL
Solve-A-Crime—A. C. Gordon ..... WLG-MS
Sonny South—Al Courtson ..... AMP
Soviet Union Speaks—Gherman Maltsev PRO
Space Age Report—Rembert James ..... CNS
Space I. Q.—William Weiser..... CF-MIL
Sparks—Willis Forbes ..... TMS-TNS
Sparks of Wisdom—Cedric Simms.... WLG-MS
Speaking of Boats—Ken Whitteker ..... DOF
Speaking of Manners—Patricia Lewis.... KFS
Speaking of Pets—H. H. Miller ..... GFC
Special Analyses—Muriel Stafford..... HAF
Special Editorials (Birthdays, Anniversaries, etc.)—Edward H. Sims ..... EC-KEL-MS
Special Article (Reports from Washington & Europe)—Edward H. Sims ..... EC-MS
Spooky—Bill Holman ..... CTN
Sport Columns—Joe Williams UFS-BUF-NANA
Sports Patrol—Steve Snider ..... UPI
Sport Scene—Lee James ..... JL
Sport Shelf—Jeff Lee ..... JL
Sportsman's Digest—Hal Sharp ..... GFC
Sports Before Your Eyes—Harry S. Donen ..... DHS
Sports Cars Speed—Judd Burrow..... BB
Sports Cartoon—Tom Paprocki ..... APN
Sports Cartoon—Murray Olderman ..... NEA-DNB
Sports Cartoons—Alan Mayer ..... KFS-CP-CPC-TSS
Sports Column—Jack Murphy ..... CNS
Sports Column—Milton Gross .... NANA-KEL
Sports Highlights—Henry E. Isola ..... ISN
Sports Newsfeatures—Henry E. Isola..... ISN
Sports Illustrations—Murray Olderman ..... NEA-DNB
Sports on Stamps—Milt Miller ..... SA
Sports Postpaid—Milt Miller ..... JL
Sports Puzzler—Chuck Reichblum ..... CR
Sports Sputterings—Walter L. Johns.... KFS
Sports Stories—Harry Grayson, Murray Olderman, Bill McCormick ..... NEA-DNB
Sports Today—Jimmy Cannon ..... KFS
Spotlight on Books—Charles Lee CL
Spotlight on Business—Morris Katz ..... PUB-CWF
Spotlight On Education—Dr. Benjamin Fine ..... NANA-KEL
Squirrel Cage—Douglas S. Welch ..... KFS-TSS
Stamp Chat—Milton Cronenberg ..... TNS
Stamp Corner—James Montagnes..... TSS
Stamps in the News—Syd Kronish ..... APN
Stamp News—Ernest Kehr ..... NHT-MIL
Stamp News—Ronald Anders ..... AR
Stans Column—Maurice H. Stans.... TMS-TNS
Stan Delaplane's Postcard—Stan Delaplane ..... CWF
Standard Bridge—M. Harrison-Gray ..... MS
Star Gazer—Clay Pollen ..... BES-DNB-KEL
Stars Above—Sherman Walker ..... TMS-TNS
Stars and Lovers (Questions & Answers)—Cullen Moore ..... CMS
Stars & Strikes—Jack Moran ..... PHF
Stay Alive Longer—Lelord Kordel ..... SPE
Stees Sees—John Stees ..... UFS-BUF
Steincrohn, Md., F.A.C.P., Peter J.—Peter Steincrohn, Md. ..... BES-DNB-KEL
Steve Canyon—Milton Caniff ..... KFS-CSTDNS-CWF
Steve Roper—Wm. Overgard and Allen Saunders ..... PUB-CWF
Stoker The Broker—Henry Botinoff.... CF-MIL
Stories About Stamps—Doug Patrick..... RGB
Story of Martha Wayne, The—Wilson Scruggs ..... NEA-DNB
Strange As It Seems—Elsie Hix..... UFS-BUF
Strength For Today—Dr. Earl L. Douglass .....CF-MIL
Strictly Business—Dale McFeatters ..... PUB-CWF
Strictly Personal—Sydney J. Harris .....CSTDNS-CWF
Strictly Richter—Micha Richter .... KFS-RGB
Strikeout Averages—Dennis Fee ..... IMP
Strikes & Spares—Joe Wilman ..... NNS
Styles—Jean Wilson ..... APN
Suburbia—Jack V. Fox ..... UPI
Suberbia—Al Smith ..... AMP
Successful Investing—Roger E. Spear ..... GFC
Sue Burnett Dress Pattern—Sue Burnett ..... NEA-DNB
Sugar and Spice—Bill Smiley ..... TNS
Sugar and Spice—Elinor K. Rose ..... AP
Sum and Substance—Rev. John B. Sheerin, C. S. P. ..... NCWC
Sunday School Lesson—Ronald Hill .... REL
Sunday School Lesson—Dr. Earl L. Douglass ..... CF-MIL
Sunday's Sermon—Rev. Robert H. Harper ..... NWNS-MIL
Suzy—Suzy ..... KFS
Superman—Wayne Boring .... MCL-MIL-KEL
Sweetie Pie—Nadine Seltzer ..... NEA-DNB

T

Taffy's Tips—Dolly Martin ..... NHT-MIL
Take it from Kathy—Kathy Peterson ..... NEA-DNB
Tales from the Great Book—John Lehti ..... PUB-CWF
Talks to Teens—Floyd Patterson ..... VIP
Talking Business—Hobart Rowen ..... NANA-KEL
Tall Tales—Allan Jaffee ..... NHT-MIL
Tarzan—Edgar Rice Burroughs ..... UFS-BUF
Tasty Tales—Charles Rehns ..... CH
Teen-Age Canada—Jack Hutton ..... TNS
Teen-Age Chatter—Adrian A. Paradis .... FUL
Teen Age Mail—Dorothy Ricker .... RTS-KEL
Teen Scene—Molly Potkin ..... CJC
Teen Tips—Inez Kaiser ..... FAO
Teen Topics—Harry Lui ..... LIA
Teena—Hilda Terry ..... KFS-TSS
Teenage Corner—Ellie & David ..... LANF
Teenage Tips—Jane Sherrod ..... BPS
Teenagers Say—Lester Rand ..... YRI
Teenie Weenies—William Donahey ..... CTN
Tee Vee Laugh—Cliff Rogerson ..... DNB-KEL
Television in Review—Rick DuBrow ..... UPI
Television Week—Cynthia Lowry ..... APN
Tell Me Why—A. Leokum ..... GMA
Tenpin Tips—Frank Clause ..... GFC
Terry & The Pirates—George Wunder .... CTN
Terse-Verse—A. C. Gordon ..... WLG-MS
Test Your Horse Sense—Dr. George W. Crane ..... CTN
Texas Jeb Blazo—Norman Marsh ..... MFS
That's For Sure—Charles G. Griffo ..... TPI
The Allen-Scott Report—Robert S. Allen, Paul Scott ..... HLS-CWF
The Battle and The Breeze—Celestine Sibley ..... WNS
The Big Story—Harry Wilson Sharpe .... UPI
The Boom In Golf, Football & Baseball—Al Ross ..... JRL
The Bunco Game—Sandy Spillman ..... PAC
The Career Corner—Adrian A. Paradis.... FUL
The Daily Investor—William A. Doyle ..... UFS-BUF
The Day Christ Died—Jim Bishop ..... KFS
The Doctor Says—Medical Column—Harold Thomas Hyman, M.D. ..... NEA-DNB
The Face of Faith—John T. O'Brien.....NCWC
The Family Purse—Lois & Jim Hunter.... GFC
The Flintstones—Hanna BarBera.... MCN-CWF
The Golden Years—Thomas Collins ..... NWNS-MIL
The Legacy of Hiroshima—Edward Teller, Allen Brown ..... DDS
The Lighter Side—Dick West ..... UPI
The Man Behind The News—Larston D. Farrar ..... FNF
The New Apostles—Glenn D. Kittler.... NCWC
The New England Scene—Cal Cameron.... CC
The Once Over—H. I. Phillips ..... AN
The Power of Faith—Woodi Ishmael .... APN
The Public's Opinion—John Kraft ..... NNS
The Question Box—Adrian A. Paradis .... FUL

FEATURES BY TITLE

The Record Shop—Dick Kleiner .... NEA-DNB
The Red World—Mark Gayn ..... TSS
The Reds—What Now?—Louis Francis Budenz ..... NCWC
The Rhythm Section—Ralph J. Gleason ..... CHR
The Space Frontier—James V. Johnson ..... SNFS
The Science of Dreams—Edwin Diamond DDS
The Sheperd—Julian C. Hyer ..... CF-MIL
"The Shrewd Nude" & other Dark Verse—John Milton Hagen ..... GHF
The Strange World of Mr. Mum—Irving Phillips ..... HLS-CWF
The Traveler—Jerome Lee ..... JRL
The Vintage Years—R. O. Beckman CF-MIL
The Washington Angle—David Burnett ..... NANA-KEL
The Well Child—Harold Thomas Hyman M.D. ..... NEA-DNB
The Wonderful World of Animals—Author, Dr. Frank Miller, D.V.M. Artist, Hubert Buell ..... CHR
The World in Focus—William R. Frye WRF
The Youthful Viewpoint—Lester Rand.... YRI
This Week in Business and Finance—Jack Lefler ..... AP
Theater Letter—Walter F. Kerr ..... NHT-MIL
Theatre—William Glover ..... APN
Thelma—Thelma Masten ..... AMP
Then—Now—Roy L. Fox ..... CTN
There Oughta Be A Law—Al Fagaly and Harry Shorten ..... MCL-MIL-KEL
These Days—George E. Sokolsky ..... KFS
These Rights Are Yours—Porter B. Williams ..... TPI
These Women—Gregory d'Alessio.... PUB-CWF
They'll Do It Everytime—Jimmy Hatlo ..... KFS-RGB
Thimble Theatre Starring Popeye—Bud Sagendorf ..... KFS-RGB(d)-TSS(s)
This Business of Writing—Larston D. Farrar ..... FNF
This Day in Sports—Lenny Hollreiser ..... CTN
This is Hollywood—Joe Hymans .... NHT-MIL
This Is My Thought—Larston D. Farrar ..... FNF
This is Sport?—Court Alderson ..... AMP-CRT
This is Their Life—Patrick Carr ..... CSF
This Week in Business and Finance—Jack Lefler ..... AP
This Wild West—Lucius Beebe ..... CHR
This World of Ours—Richard F. Pattee ..... NCWC
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Carr, Patrick—Eyeing Educational Playthings ..... CSF
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Carr, Patrick & Bill Donley—Long On Shorts ..... CSF
Carr, Patrick—Let's Visit ..... CSF
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Carr, Patrick—This is Their Life ..... CSF
Carr, Patrick—Unbelievable Moments in Sports ..... CSF
Carr, Patrick—Graveyard Tales ..... CSF
Carr, Patrick & Bill Heyduck—Mr. Sandman Tales ..... CSF
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Carroll, Les—Life With The Rimples ..... NEA-DNB
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Cassandra—Cassandra Column ..... UPA
Cassels, Louis—Education U.S.A. ..... UPI
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Chapin, A. B.—Chapin's Cartoon ..... NWNS-MIL
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Chapman, John—Drama Review ..... CTN
Childs, Marquis—Washington Calling ..... UFS-BUF
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Coffman, Ramon—Uncle Ray's Column ..... PUB-CWF
Coleman, J. C.—Religious (Church) Service ..... COL
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Collins, Kreigh—Kevin The Bold ....NEA-DNB
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Daly, Mary Tinley—At Our House .... NCWC
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Dalzell, Sergeant (Wayne Jordan)—American Album (currently Civil War) ..... SD
Dalzell, Sergeant (Wayne Jordan)—Civil War Album ..... SD
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Davis, Fremont—Science Photographs .... SCS
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Davy, Wm. D. and Bill Zaboly—"Proven Proverbs" ..... SEL
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Dirks, Rudolph—The Captain and The Kids ..... UFS-BUF
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Gaver, Jack—TV-Radio ..... UPI
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Gordon, A. C.—Crossword Puzzle ..... WLG-MS
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Gordon, C. A.—Crossword Puzzle ..... TNS
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Michels, Marcia—Broadway Vignettes .... AMF
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Miller, Dr. Frank, D.V.M.—Wonderful World of Animals, The ..... CHR
Miller, Joy—Today's Women ..... APN
Miller, H. H.—Speaking of Pets ..... GFC
Miller, Mary Sue—A. Lovelier You ..... CSTDNS-CWF
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Miller, Milt—Etc. & P.S. ..... JL
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Miller, Wm.—Wishing Well ..... KFS-RGB
Miller, C. A.—Income Tax for the Worker ..... RGB
Millett, Ruth—Ruth Millett's Column ..... NEA-DNB
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Moley, Raymond—Raymond Moley Column ..... AN-DNB-KEL
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Molner, Dr. Joseph G.—To Your Good Health ..... CSTDNS-CWF
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